

Southern HARDWARE

AUGUST
1955

In this issue
Boosting Sales of
Builders Hardware
Pg. 31

Including the SOUTHERN FARM EQUIPMENT section

8 to 10 sales a day from this display



Paul H. Dortmund,
ACKERS HARDWARE,
wrote:



"We recently featured your FRANKLIN GLUE products in an exclusive window display with very gratifying results. Perhaps you will enjoy hearing about it.

"From the attached photo you will note the unusual effect which we obtained by emphasizing the tremendous strength of FRANKLIN GLUE. Examples of the application of glue (visible in the photo) proved interesting to the public and caused considerable comment. The turned bowl (glued up of many pieces), the glue test blocks—before and after testing, etc., were conclusive proof of the merit of your product.

"This nine-day-period window display was sales productive in that we completed seventy-five (display window presold) impulse sales of FRANKLIN GLUE. Too, even since we changed the display we are still receiving numerous calls for 'some of the FRANKLIN GLUE like you showed in the window.' Another interesting note is the fact that many customers expressed their satisfaction with FRANKLIN GLUE, having used it previously.

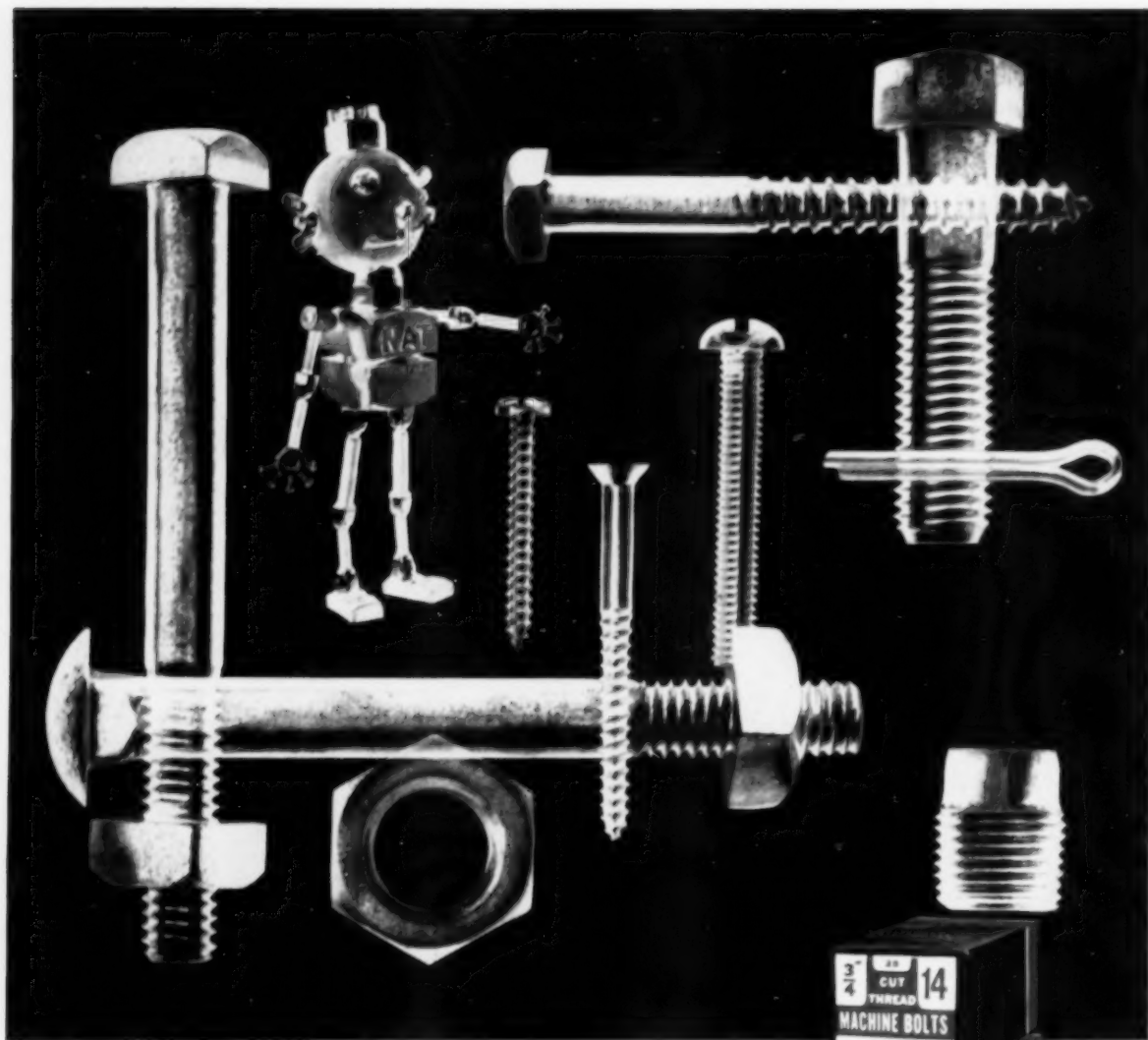
"It is certainly a source of pride to recommend and sell FRANKLIN GLUE and to hear our customers repeatedly express their pleasure."

Devoting an entire window display to Franklin glue products alone and making it pay is news to hardware dealers everywhere. Especially when sales continue long after the display is gone and customers still say, "like you showed in the window." Glue is an important item to hardware sales and FRANKLIN products have the quality to bring them back again and again. Use this well-known quality to build store traffic and increase all sales. Remember, when skilled craftsmen recommend liquid hide glue they mean FRANKLIN.

THE FRANKLIN GLUE CO.
COLUMBUS 15, OHIO



Paul H. Dortmund
MANAGER



STANDARDIZE ON "NATIONAL" ... for packaging eye-appeal

National's most complete line of fasteners is uniformly packaged—comes in snappy red and black boxes that stay new-looking. Dirt and finger marks don't show on the glossy surface. Each sturdy box has an easy-to-read label... color-coded to make stock handling easier. The combination of eye-catching packaging and high-quality fasteners is one more reason why it pays you to *standardize on National*.



THE NATIONAL SCREW & MFG. COMPANY Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.

Carriage Bolts • Machine Bolts • Lag Bolts
Pipe Plugs • Wood Screws • Cap Screws
Machine Screws • Nuts • Tapping Screws
Stove Bolts • Cotter Pins



Fasteners



Hodell Chains



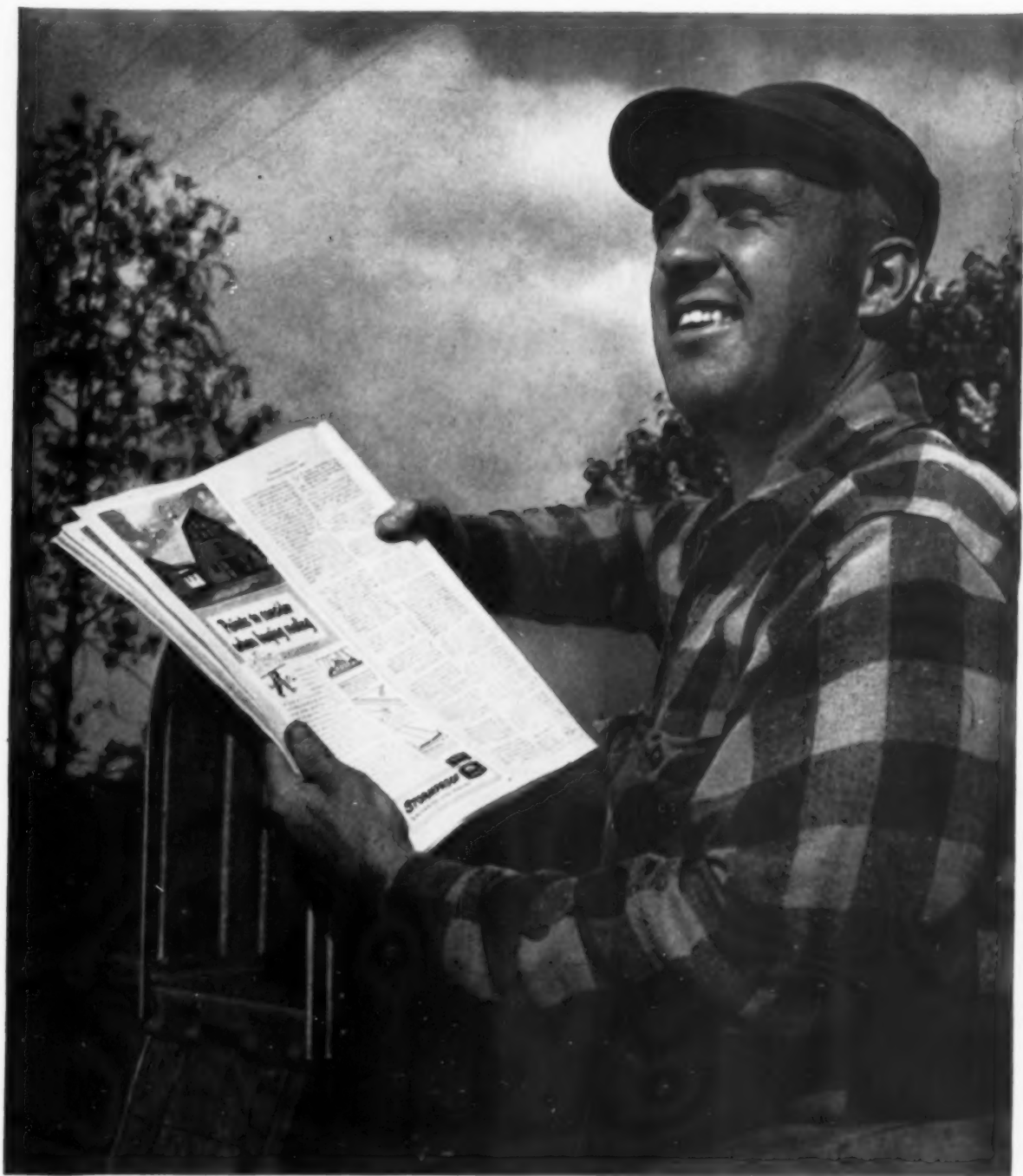
Chester Hoists



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Volume 124

Number 8



"Now that's the way I want my roof to look"

He's a near-sale already. An idea has been planted, a product name established, and a conviction formed . . . by big new Stormproof advertising in *Southern Planter* and *Progressive Farmer*. The rest will be easy for you — if you're well stocked with Stormproof, and he knows you've got it.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



SOUTHERN HARDWARE for AUGUST, 1955



Jerry Wilson
South Dakota



Carlos Vinson
Tennessee



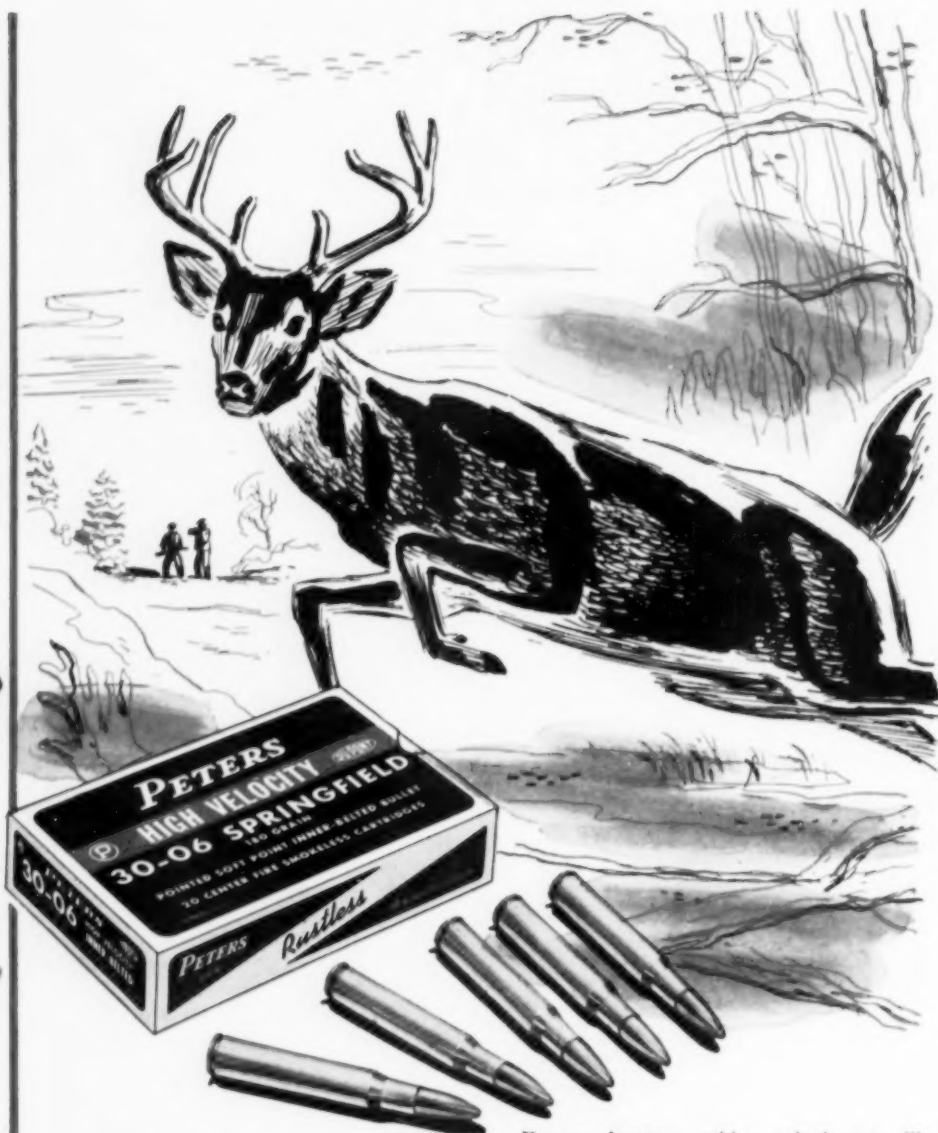
Lon L. Imeson
Wyoming



Clyde Kitchens
Louisiana



Ward Gay
Alaska



These big game
hunters support your
Peters "High Velocity"
center-fire sales

Famous hunters, guides and shooters like these know the value of power and accuracy in their ammunition. That's why they all choose Peters "High Velocity" ammunition when they're out after deer, bear or any big game.

What's more, they're telling your customers why it pays to shoot Peters. Every month colorful advertisements featuring these shooters and hunters appear in America's leading outdoor magazines.

It all adds up to powerful sales for you. So check your supply of Peters big game ammunition. And while you're at it—make sure you have a good stock of the entire Peters "High Velocity" line.

Peters

sales
PACKS THE POWER!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 124

August, 1955

No. 8

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

FRANCES A. KELLY, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*

(1305 National City Bldg., Dallas, Texas)

O. A. SHARPLESS CHARLES E. SMITH J. A. MOODY
General Manager Business Manager Production Manager

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Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; KARL MATERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187; GEORGE JENSEN, 590 Rutherford Drive, Springfield (Del. Co.) Pa., Phone: K. I. 3-0760; HUGH AUL, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352; L. B. CHAPPELL, 810 E. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-5151; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7-7095; BARON CREAGER, 1305 National City Bldg., Dallas, Texas, Phone: RA-7673; RAY RICELES, 814 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1485.

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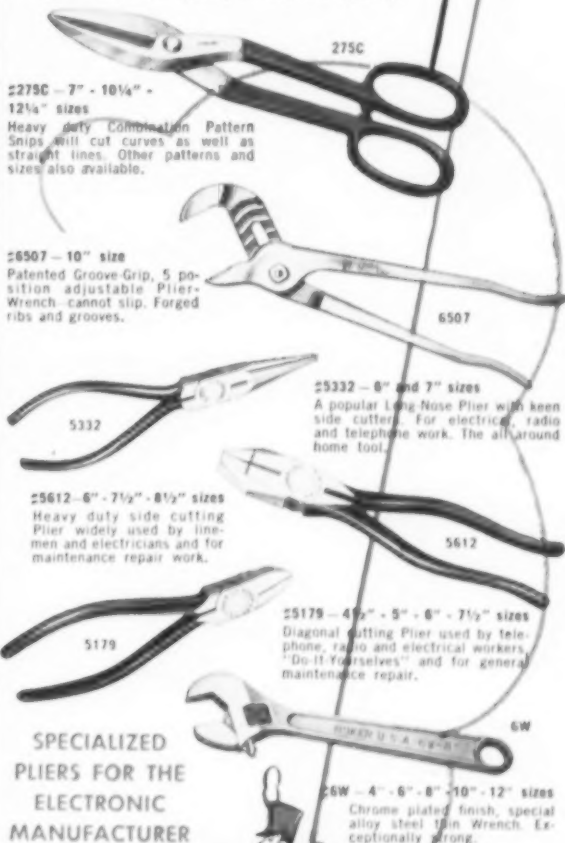
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GIVE A "BOKER" BOOST

to Your Tool
Sales with
BOKER QUALITY TOOLS

BOKER tools are as finely made as BOKER cutlery. BOKER's trademark stamped on them is a guarantee of quality, workmanship and performance. BOKER tools are made of special analysis, chrome vanadium steel. They're load-tested, diamond-tested for hardness, and accurately machined from the time the steel is forged until final polishing. In short, they're the kind of tools your customers will go for. They look quality—They feel quality—They are quality!



SPECIALIZED
PLIERS FOR THE
ELECTRONIC
MANUFACTURER



H. BOKER & CO., INC.
Established 1937
101 Duane St.
New York 7, N.Y.



A
The Saturday Evening
POST
Recognized
Value

Shining Example of Superior Quality!

Stainless STEEL TANKS

You'll find
them only
on new

Rapidayton



Fresh-Water
Trade Mark

CHAMPION JET WATER SYSTEMS

Complete $\frac{1}{3}$ H.P. Shallow Well System only

\$89⁵⁰
retail
(f.o.b. factory)

Only \$99.50 retail for complete $\frac{1}{3}$ H.P.
Convertible System for settings 0 to 70 ft.

Rapidayton

THE DAYTON PUMP & MFG. COMPANY
DAYTON 1, OHIO

Your customers want quality, and stainless steel tanks on these new Fresh-Water Champions say "quality" like nothing else can. They're *solid* stainless steel. They give your customers big benefits like these:

1. **FRESH WATER** . . . seconds after you turn on the tap!
2. **SANITATION** . . . with stainless steel, used for cream separators and other dairy equipment.
3. **EVEN FLOW** . . . from 2, 3 or more outlets at one time.
4. **"STAY-NEW" APPEARANCE** . . . solid stainless steel for long, long life.
5. **EXTRA VALUE** . . . expensive stainless steel tank systems at prices you'd pay for systems with tanks made of galvanized steel.

You sell all these benefits plus Champion performance and quality features when you sell these new FRESH-WATER "package" systems. Get more facts now from your Rapidayton Wholesaler.

**UNIFORM
QUALITY**

another reason why it
pays to handle the RB&W line



One of the reasons your customers can depend on RB&W fastener quality

You're looking at a spheroidizing furnace being loaded with wire rod. RB&W has a whole battery of them. You won't find these in many fastener plants because they're expensive. But we have them because we think they're indispensable in making the best fasteners possible.

Here's what they do. They take the steel wire that later becomes the bolts, nuts and screws you sell — and, by controlled heating and cooling under controlled atmosphere, condition the material. Result: better fasteners.

Facilities like these and the know-how to use them have built for RB&W products an unsurpassed reputation for uniform quality — just one more reason why it pays to handle the RB&W line.

If you aren't handling RB&W fasteners now, contact your local RB&W distributor, or write Russell, Burdsall & Ward Bolt and Nut Company, Port Chester, N. Y.



Plants at: Port Chester N. Y.; Coraopolis, Pa.; Rock Falls, Ill.; Los Angeles, Calif. **Additional sales offices at:** Ardmore (Phila.), Pa.; Pittsburgh; Detroit; Chicago; Dallas; San Francisco. **Sales agents at:** New Orleans, Denver, Seattle. **Distributors** from coast to coast.

FIVE GOOD REASONS WHY IT PAYS TO STOCK RB&W FASTENERS

1. The most complete line in the field.
2. Uniform quality throughout the line.
3. Complete reliability of supply from full stocks.
4. Fast, accurate and friendly service.
5. The original "upside-down" package — extra strong for no-spill, quick and easy handling.

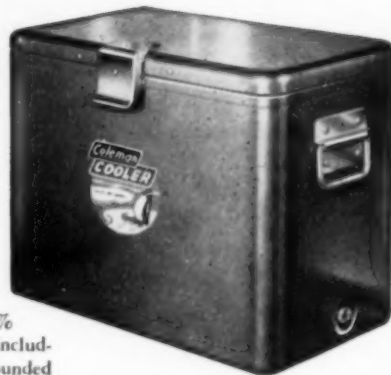
Big, New **Coleman** "Outing Pal" LINE

Helps You Sell More to More Customers!

Never before has there been such a trend to "outdoor living" — and never before have you had so complete a line of outing equipment as Coleman offers you for 1955. Coleman Outing Pals out-sell all other brands combined because they are what your customers want for vacations, picnic, week-end outings and backyard meals. There's more than 50 years of prestige behind the Coleman brand. It means "Outdoors" to millions!

NEW **Coleman** Portable COOLERS

Sell your customers the latest and best in outing refrigeration. Three sizes cover 90% of your market! Only Coleman offers *all* of fourteen outstanding sales features... including self-locking, refrigerator-type lid latch that opens at the touch of a finger... rounded inside corners that are easy to keep clean and odor-free... soldered leakproof seams... seamless gasket that seals in the cold... "no-lose" drain plug... non-pinch carrying handles... specially treated, rust and corrosion resistant heavy galvanized steel inner liner... and the remarkably low K-factor that holds the cold longer. Every vacationer, picnicker, traveller, host or hostess, needs a Coleman Cooler.



Coleman Folding CAMP STOVES

The world's leader for 35 years! Instant lighting. Cooks like a gas range on low-cost, readily available fuel. Produces up to 8500 BTU cooking heat, easily regulated. Three fine models, plus 1-burner Sportsmaster and convenient high stand. Always dependable, always ready. Folds and carries like a small suitcase. More sold and used than all other makes combined.

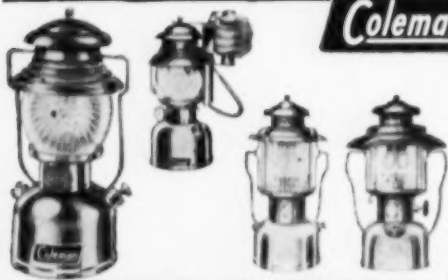
Coleman camp stoves and lanterns are always necessary equipment in times of emergency—storms, hurricanes, fires and power failures.



Coleman CARRYING CASE—CAMP TABLE

New 2-in-1 Outing Pal

This roomy all-steel carrying case unfolds into a strong, rigid camp table. Table legs, 4 stools plus lots of dishes, pots, pans, food, hunting and fishing gear, pack *inside* this 28" x 14" x 6" case. Sets up in seconds as a 28" square table. Eat in comfort. Carry supplies in this compact, easy to handle way, whether on an afternoon picnic or a cross country trip. Has handy handle and strong trunk latches.



Coleman Floodlight LANTERNS

America's favorite outdoor light for 40 years! Now an even bigger and better line with the new "Professional" Model 202, rust-proof through-out, the finest Coleman lantern ever made. Coleman lanterns floodlight 100 ft. circle. Light instantly. Stormproof, safe; 8 to 10 hours service from single filling of low-cost fuel. Coleman Reflector converts lantern to powerful spotlight. Six models to choose from—4 gasoline, 2 kerosene.

COLEMAN "Outing Pals" are being backed in 1955 by the biggest promotion campaign in Coleman history. More and larger advertising in 12 leading national magazines; colorful displays and dealer helps; hard-selling dealer ad service.

The Coleman Company, Inc., Wichita 1, Kansas

ORDER FROM YOUR WHOLESALE NOW!



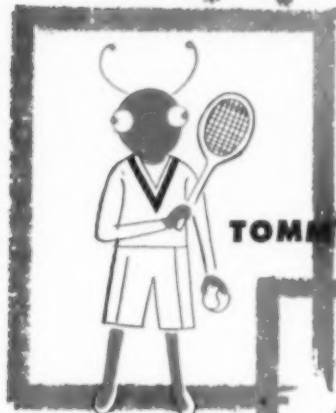
FREDDIE, THE FOX



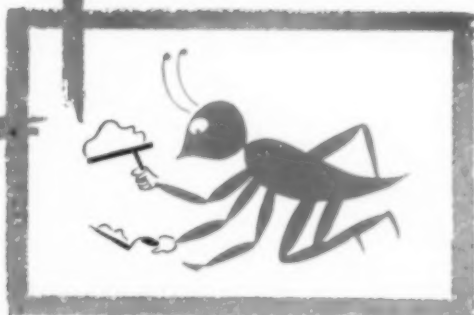
ROY, THE ROOSTER



CHARLIE, THE CRAB



TOMMY, THE TENNIS BUG



PETE, THE PLASTER BUG



DONALD, THE DO-IT-YOURSELF BUG

there's a CF&I Hex Mesh Netting for everybody!

The wide range of weights, sizes and types of CF&I Hex Mesh Nettings make them ideal for a wide variety of uses. They're available galvanized either before or after weaving; with either conventional or reverse-twist construction; in all standard heights from 12" through 72", and in wire sizes ranging from 14 through 20 gauges.

But variety tells just part of the story. CF&I Hex Mesh Nettings are made with extra-strong selvages, are easily formed, and give years of weather-resistant service.

For full details on the wide variety of styles, widths, meshes and wire sizes available, contact your nearest CF&I jobber.



3329

CF&I-WICKWIRE
HARDWARE PRODUCTS

THE COLORADO FUEL AND IRON CORPORATION



THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings • Boise • Butte • Casper • Denver • El Paso • Ft. Worth • Houston • Lincoln (Neb.) • Los Angeles
Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City • San Francisco • Seattle • Spokane • Wichita

WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

SOUTHERN HARDWARE for AUGUST, 1955

No Time for Frustration

THE OLD SAYING that nothing is so certain as death and taxes is indicative of the feeling of futility and frustration that confronts the average citizen when he hears of the constantly mounting cost of government. The astronomical figures involved, and the general tendency on the part of bureaucrats to endeavor constantly to expand their operations and budgets, leave most citizens with a feeling of helplessness insofar as a remedy for the situation is concerned.

Past recent experience, however, shows that something can be done to increase efficiency in government and reduce the mounting cost of government. The Hoover Commission which functioned in the early postwar years, studied the reorganization of government departments carefully and offered 175 recommendations for increased efficiency and economies. Of these, some three-fourths were adopted and have already resulted in substantial savings.

Now, a new Hoover Commission has been studying the organization of the Executive branch of the government. Thirteen task forces set up by the Commission have conducted studies to determine the causes of waste and inefficiency in the federal establishment.

The personnel of these task forces includes some 200 experienced business and industrial executives—men who have been outstandingly successful in establishing efficiency and economy in their own organizations. Among them are such leaders as Harry Erlicher, former vice-president and purchasing agent of General Electric; Charles R. Hook, chairman of Armco Steel; Thomas D. Jolly, vice-president of Alcoa; Admiral Ben Moreell, chairman of Jones and Laughlin Steel; and Charles J. Stilwell, president of Warner and Swasey.

The Commission task forces have found that the possibilities for savings, without impairing government functions, are enormous. These are typical

of possible savings: the Defense Department could lop off \$2 billion a year through better inventory control and more efficient buying; economy in handling paper work of government could save another \$1 billion; improvement in civilian employee administration, reducing the 25 percent annual turnover, together with some reduction in numbers, would save \$1 billion without hardship.

The Hoover Commission has completed the major portion of its studies and has rendered its reports and recommendations to congressional committees and administrative agencies concerned. Already, opposition has developed on the part of bureaucrats to many of the recommendations. Congress has done little about these recommendations, mainly because it has received few expressions of favorable public opinion, urging it to act on these recommended changes.

What the reader of this magazine needs to realize is that the responsibility for getting these economies adopted rests with himself in the final analysis. You are the man who votes and, because the men in Congress from your area are particularly sensitive to votes, the opinions you give them will carry weight.

If you are like the average businessman, you are completely tired of having to pay and pay and pay a lot of your money in federal taxes, only to watch it go down the drain in wastefulness and extravagance. Now, you can do something about it—you have a compelling reason to write your Senators and Representatives in Washington to say that you are tired of high federal taxes and federal extravagance, to say that you want them to study the Hoover Commission recommendations and to put these recommended economies into effect. Your nine cent investment today in three letters will pay handsome dividends in future years!—W. J. Rooke, Chairman of the Board, W. R. C. Smith Publishing Co.

ACCO
products

ACCO's Chain Sales-Maker

**—NEWLY IMPROVED
TO MAKE YOUR SELLING JOB
EASIER THAN EVER!**

• The popular ACCO CHAIN SALES-MAKER—the convenient display stand that has given a big boost to chain sales in hardware stores everywhere—has now been improved by the addition of a handy, quick-action Chain Cutter. This makes it easy to snip off just the amount of chain your customer wants. It saves time and steps on every sale.

This sturdy, attractive ACCO CHAIN SALES-MAKER permits you to display a wide assortment of chains in very little floor space. It puts your chain stock out where your customers can see it—feel it—buy it! Get your Sales-Maker and watch your chain sales rise. Shipped complete with your choice of chain assortments; chain comes on reels, as shown at left.

ASSORTMENT NO. 38 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated

ASSORTMENT NO. 42 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
125 Ft. 2/0 Straight Link Elwel Coil Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

ASSORTMENT NO. 43 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated
150 Ft. 2/0 Passing Link Chain, Bright Zinc Plated
100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 1/0 Brass Safety Chain, Bright Finish
220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated

Order from your Distributor

DEALERS:

If you now have an ACCO Chain Sales-Maker of the type shown above, order a Chain Cutter from your Distributor. Clamps on easily—no holes to drill.

(NOTE: Do not use Chain Cutter to cut case-hardened chain)

ACCO



**American Chain Division
AMERICAN CHAIN & CABLE**

1 York, Pa., *Atlanta, Boston, *Chicago, *Denver, Detroit,
*Houston, *Los Angeles, New York, Philadelphia, Pittsburgh,
*Portland, Ore., *San Francisco, Bridgeport, Conn.
*WAREHOUSE STOCKS 1 FACTORY

**for
Better
Value**

HARDWARE

BUSINESS TRENDS

AND PRICE CHANGES

Retail Sales in Further Advance

RETAIL SALES in late spring were at a rate slightly above the first quarter with sales by both durable and nondurable goods stores registering increases in April and May. Food store sales in April and May were down slightly and furniture and appliance sales held steady around the first quarter level.

Department store sales, after declining during the first quarter, advanced sharply and in April and May were maintained at a level about three percent above the first quarter and some eight percent above a year earlier.

Retail sales in the first four months of this year totaled nearly eight percent above the corresponding period a year earlier. Most of the increase was in purchases of durable goods, particularly automobiles.

Retail sales of household appliances and building materials also rose from a year earlier, reflecting the substantial increase in residential building activity.

Hardware Wholesalers Report Boost in Sales

SALES BY THE nation's wholesalers in April, the latest month for which figures are available, were six percent above April, 1954 and for the first four months of 1955 are seven percent ahead of the corresponding period of last year.

In comparison with the national average, hardware wholesalers in the South are doing very well. Sales by hardware wholesalers in the South Atlantic region in April were three percent ahead of April, 1954 and five percent ahead in the year's first four months.

East South Central hardware wholesalers showed an eleven percent sales gain in April and for the year's first four months were 12 percent ahead of the corresponding period of 1954.

Hardware wholesalers in the West South Central region re-

ported average sales gains of six percent in April and four percent for the year's first four months.

Employment Rises; Fewer Unemployed

EMPLOYMENT rose to 62.7 million during May, one million above April and about 1.5 million above a year ago. Non-agricultural employment totaled 55.7 million, up 270,000 over the month. Manufacturing employment rose in both April and May. Unemployment declined by nearly half a million workers to about 2.5 million in May, the smallest number unemployed since December 1953.

New Increase in Consumer Income

CONSUMER INCOME available after taxes rose further during April and May from the first quarter annual rate of 261 billion dollars. Income payments before taxes in May, were, according to the Department of Commerce, at an annual rate of about 296 billion dollars, up three billion from the first quarter rate and some 10 billion above May, 1954.

Consumer income is expected to rise further in coming months. Wage increases are anticipated in a number of large industries and some further expansion in employment is in prospect.

Consumer Credit Tops '54 Levels

TOTAL CONSUMER credit outstanding at the end of April rose to a record 31 billion dollars, about nine percent above a year earlier. Volume changes in the different types of credit have shown about the usual seasonal pattern except for automobile paper which has been rising steadily and at an increasing rate since last December.

The Department of Commerce states that "credit outstanding has increased a little more rapidly than income over the past year and relative to income is around peak levels."

Construction Activity Continues Record Rate

TOTAL OUTLAYS for new construction in May were eight percent above April and 13 percent (Continued on page 54)

Wage Hikes to Boost Durable Goods Prices

RECENT increases in labor wage rates plus the already booming state of the nation's business mean just one thing: many products are going to edge up in price in the weeks ahead.

Auto workers received a direct raise of 7.5 cents per hour plus fringe benefits that give them an actual hike of 20 cents per hour. Steel workers saw their pay jump 15 cents per hour.

As a result, the price of steel per ton is being raised to about \$7.50 a

ton. It is estimated that the steel price raise alone will add about \$90 to the cost of a small home. A passenger car will cost \$15 dollars more; 90 cents will be added to the cost of a refrigerator, while a toaster will move up three to four cents in price.

For many months the price level has been steady, and even now not all prices are going up, but generally the trend, particularly in hard goods is definitely towards a higher level.

WYTEFACE®

The **NEW** steel tape

RIGITAPE*

with **5** great features

Rigid, curved blade, 1/2 inch wide, 16 ft. and 20 ft. Replaceable, changed in a moment.

Graduated feet, inches and 8ths. Black on white background. Exclusive K&E feature of foot numbers in red, repeated in red at every inch.

Long winding handle for greater leverage.

Handsome, hard wearing, grey Plastide® cover on sturdy welded steel case.



SALES-COMPELLING DISPLAY PACKING

Here is tape news to make your cash register sing! This is the l-o-n-g steel tape that users can push around . . . for measurements along floors, up walls, or anywhere. Note its many exclusive features. Backed by national advertising in *Better Homes and Gardens*, circulation 4,040,587.

KEUFFEL & ESSER CO.

EST. 1867

New York • Hoboken, N. J.

Detroit • Chicago • St. Louis • Dallas • San Francisco
Los Angeles • Seattle • Montreal



Adjustable end hook for accurate inside and outside measurements.

*Trade Mark

HARDWARE INDUSTRY NEWS

MANUFACTURERS - WHOLESALE

Don R. Lawson Joins John T. Everett & Co.

DON R. LAWSON, of Houston, Texas, has joined John T. Everett & Co. as a special products representative, and will work out of the Houston office of the firm.



Don R. Lawson

Lawson has lived in Houston for the past few years and has had several years sales experience calling upon wholesale distributors for two glass companies. He resides at 112 Dillon St., Houston.

According to W. N. Wilkerson, managing partner of John T. Everett & Co., manufacturers' representatives whose main offices are in Memphis, Tenn., Lawson will call upon and work with wholesale distributors in the promotion of Plasteel corrugated fiberglass panels.

Reynolds Corp. Purchases Majority of SSIRCO Stock

JOHN H. KREY, vice-president of the Reynolds Metals Co., announced recently that the Reynolds Corp., a Reynolds affiliate, has purchased 88 percent of the outstanding preferred and common stocks of the Southern States Iron Roofing Co., of Savannah, Ga.

Established in January 1914, Southern States grew from a one-

unit mail order operation in Savannah to its present status as a recognized manufacturer and distributor of building materials. Now branch and manufacturing operations are located throughout the Southeast.

In May of 1950, The Reynolds Metals Co. purchased controlling interest in Southern States. Upon the retirement of F. O. Wahlstrom from the presidency of SSIRCO in January of this year, Paul H. Fox, former regional general manager for Reynolds, was elected president of the concern.



Joe L. Blancett

Joe L. Blancett Forms Manufacturers' Agency

JOE L. BLANCETT, for many years associated with the hardware and sporting goods industry, has announced the establishment of his own business as a manufacturers' agent.

Starting his career with the Simmons Hardware Co. of St. Louis, Missouri, Blancett also

served for five years with Fone Brothers Hardware Co., Little Rock, Ark. For the past 10 years he was sales manager and buyer for the J. T. Lloyd Co., of Little Rock.

Working exclusively through wholesalers he will call on the trade in Kentucky, Tennessee, Alabama, Mississippi, Arkansas and Louisiana. Headquarters of the new organization will be at 1715 North Spruce St., Little Rock, Ark.

Winchester Inspected at Sales Meeting



Participating in a gun department plant tour during the recent three-day sales conference of the Arms and Ammunition Division of Olin Mathieson Chemical Corp., at New Haven, Conn., are, left to right, J. T. Boone, sales manager; W. E. Talley, Pacific regional manager, San Francisco; W. H. Dittmann, assistant sales manager; E. E. Scherer, arms plant manager, and O. E. McCullom, (right rear), Stuttgart, Ark.

"You can sure feel the difference!"



says Henny Mozzone of Mainline Hardware, Bala-Cynwyd, Pa.

Mr. Mozzone ran several cuts on four well-known, *but unidentified*, brands of single-strength window glass. Each was marked A, B, C or D. He picked brand D every time. "You can sure feel the difference—this brand is by far the easiest to cut!"

Brand D was L·O·F. This is no isolated case. 28 out of the 30 dealers who took this "Blindfold Test" picked L·O·F!

L·O·F Window Glass is easier to cut into big pieces or little pieces. It's easier to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easier because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L·O·F first, last, or in between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the

yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits in Window Glass."

Write Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* WINDOW GLASS





"With our wide diversity of interests we count on Business Publications"

says

Harry A. Bullis

Chairman of the Board, General Mills, Inc.

"...to help us keep closely informed on problems ranging from the wheat field to the consumer's dining table or the industrial plant."

Without business publications, it would be a near-impossibility to keep closely informed on new developments in the many fields that affect day-to-day operations in a large, highly-diversified firm. That's why Mr. Bullis, his associates and department heads throughout his organization "count on" the timely, factual reporting of business publication editors, analysts and feature writers.

When the reader feels the editorial pages are informative and helpful to him, you can be sure he'll be impressed by your message on an advertising page, too. For advertising pages in business publications have equally specialized value. They provide a direct sales route for any product or service of benefit to business or professional men.



NATIONAL BUSINESS PUBLICATIONS, INC. 1001 Fifteenth Street, N. W., Washington 5, D. C. • STerling 3-7535

The national association of publishers of 173 technical, professional, scientific, industrial, merchandising and marketing magazines, having a combined circulation of 4,098,937... audited by either the Audit Bureau of Circulations or Business Publications Audit of Circulation, Inc. ... serving and promoting the Business Press of America ... bringing thousands of pages of specialized know-how and advertising to the men who make

decisions in the businesses, industries, sciences and professions... pin-pointing the market of your choice.

Write for list of NBP publications and the latest "Here's How" booklet, "How Well Will We Have to Sell Tomorrow?", by Ralston B. Reid, Advertising & Sales Promotion Manager, Apparatus Sales Division, General Electric Company, Schenectady, N. Y.





Drybak
FAMOUS FOR
proven quality
SINCE 1900



NEW SHELTER TENT DUCK HUNTING CLOTHES

To emphasize our plans to offer the foremost in DRYBAK style, quality and features, you need only see the DRYBAK shelter tent duck garments. Here indeed is superior quality. The cloth is everything to all hunters; the feel, look and smart appearance you usually find only in poplin, yet here it is in a strong, lightweight duck that is vat-dyed, Mercerized, Sanforized and Zelon treated . . . field ruggedness with the sportsman "in town" appearance.

COAT • Matching body and top sleeve drill lining • Corduroy collar and cuff facing • Two slant pockets with flaps covering shell loops • New zippered, weather-proof breast pocket • Quilted shoulder patch • Zipper drop-seat, seamless rubberized game pocket with rear entrance flap.

PANTS • Straight or knitted bottoms • Leg fronts and seat rubber lined • Hip pockets have button flaps • Full cut for roomy fit.

CAP • Reversible to show red • Suede inner lining • Earlaps • Non-breakable visor.

Drybak
division

RED HEAD BRAND COMPANY
4311 W. Belmont Avenue, Chicago 41, Illinois

SOLD THROUGH LEADING JOBBERS EVERYWHERE



MANUFACTURED BY
RED HEAD
BRAND COMPANY
4311 W. Belmont Avenue
Chicago 41, Illinois

Drybak
SINCE 1900

THE FEATHER

by Drybak

RAIN PROOF

ORIGINAL Drybak

DRY BACK OR MONEY BACK
SNAG PROOF

WOOD & FIELD
BY Drybak

Chinook
by Drybak

Johnson Observes 50th Year at C. D. Franke

EJNER H. Johnson, a vice-president of C. D. Franke & Co., Inc., Charleston, S. C., celebrated the fiftieth anniversary of his connection with the firm June 12. At a



Ejner H. Johnson

party given for the employees and stockholders on June 8, recognition of Mr. Johnson's long and faithful service was expressed and tokens of the company's esteem and his fellow employees' affection were presented to him.

Mr. Johnson started work with C. D. Franke & Co. in 1905 when Emil H. Jahnz was president. Since then he has served the firm under four succeeding presidents: Julius H. Jahnz, Sr., Julius H. Jahnz, Jr., E. Julius Cappellmann and C. Edwin Roberts, present head of the company.

Peters to Represent Exact Level & Tool

EXACT LEVEL & Tool Manufacturing Co., Inc., of High Bridge, N. J., announces the appointment of M. J. Peters, 239 North Columbia Circle, Decatur, Ga., as sales representative for the states of Georgia, Florida, North Carolina, South Carolina and Alabama. He will have headquarters at his Decatur home address.

Peters is a native of Atlanta, Ga.,

and has been traveling the southern territory for several years as a sales representative.

R. S. Wild Joins Cosgrave & Associates

R. S. WILD, formerly merchandising editor of Hardware Age, has joined Cosgrave & Associates, distribution consultants, 14 Rawley Pl., Millburn, N. J., it was announced recently by Paul L. Cosgrave. The move became effective July 1.

Wild will be associated with Cosgrave in developing low-cost distribution techniques for hardware wholesalers and in helping them establish merchandising programs for their dealers. Cosgrave & Associates specialize in the hardware and housewares fields.

As merchandising editor of Hardware Age, Wild was responsible for the preparation of sales promotion and merchandising guides for the hardware trade. He has gained wide experience in distribution and merchandising methods, having traveled in the field, calling on hardware wholesalers and



R. S. Wild

retailers. He joined the publication in 1935 as news and new merchandise editor, later became associate editor, and then merchandising editor.

In announcing Wild's association with him, Cosgrave said it results from the increased demand for the firm's services. The addition of Wild will enable Cosgrave & Associates to expand its activities. At the same time, Wild will be able to continue his many contacts in the hardware trade.

Job P. Wyatt and Sons Co. Plans New Office, Warehouse Facilities

JOB P. WYATT and Sons Co., hardware and farm equipment wholesalers with headquarters in Raleigh, N. C., plans construction of new warehouse and office facilities to be located north of the city limits on Highway US 1. The announcement was made recently by William L. Wyatt, president of the company.

The new building will be erected on a tract containing 5.8 acres and will be adjacent to the Norfolk and Southern Railway tracks.

The new facilities will be of modern design with a one-story warehouse section containing 80,000 square feet of space, and a two story, air conditioned office building, 65 by 75 feet, attached.

A railroad siding will run the entire length of the building in the rear, and truck loading and unloading facilities will be provided at the front.

The company's present wholesale and retail seed business will continue to operate at its Wilmington street location, but will be set up as a separate corporation, Wyatt said.

W. G. Quarles, present manager of the seed business, and Edgar M. Wyatt will head the new corporation.

Job P. Wyatt and Sons Co. was organized in Raleigh in 1881 by the late Job P. Wyatt and will celebrate its 75th anniversary next year.

BUILD SALES *With* AMES STEEL GOODS

Expertly Engineered!

Distinctive in Design!

FORKS

Heads of all forks are rolled or forged from high carbon bar steel. Spading Forks are forged from dies insuring uniformity in width, spacing and thickness of tines. Tempered. Ames Brand polished and equipped with Armor D Handle. Ames Ram Brand Tumbled and equipped with Steel D Handle.



HOES

Heads are forged from high carbon steel. Carefully rolled to correct thickness. Set and balance conform to consumer requirements. Fully edged.



RAKES

Round Bow and Level Head forged from bar steel. Teeth are all the same length.



*Ames and Ram Quality
Unusual Values*

Ames Brand is equipped with carefully selected ash handles. Clear lacquer or Ames Burntcote finish. Ferrules chrome plated. Ames Ram Brand is equipped with ash handles attractively lacquered. Ferrules painted.

The Ames Line of Steel Goods is complete and every tool is manufactured to the High Standard of Quality for which the name AMES has been famous for one hundred and eighty years.

Ask Your Jobber

PARKERSBURG, W. VA.

O. AMES CO.

NORTH EASTON, MASS.

Organizational Changes Announced by Belknap

RUSSELL PROCTOR has succeeded Charles R. Bottorff as president of Belknap Hardware & Manufacturing Co., wholesalers in Louisville, Ky.

Bottorff was named chairman



Russell Proctor



Charles R. Bottorff

of the board. He had been president for 25 of the 48 years he had spent with the organization. He also had been acting chairman of the board. Proctor had been vice-president and managing buyer.

The change was announced after a stockholders and organizational meeting June 10. Several other managerial changes also were announced by the 115-year-old distributing firm.

Dara E. Cross, Jr., with Belknap since 1933, was moved up from housewares buyer to managing buyer, succeeding the new presi-



Dara Cross, Jr.

Berl Boyd

dent. He is also a director and a vice-president.

Nevil Noffsinger steps up from assistant housewares buyer to buyer. He started with Belknap in 1933.

Dara E. Cross, Sr., retired as vice-president, treasurer and general credit manager after 50 years with the company. He will remain as a director. He is succeeded by Berl Boyd as vice-president and treasurer and by Mark B. Davis as vice-president and general credit manager. Boyd joined Belknap in 1924, was made a director of the company in 1941, and elected a vice-president in 1954.

Davis joined Belknap in 1923 and was assigned to a territory in Mississippi in 1925, and returned to the House organization in 1939 as sales director for Tennessee, Alabama and Mississippi. He was elected a director of the company in 1942, and a vice-president in 1953.

Charles B. Price, Jr., succeeded Davis as sales director for Tennessee, Alabama and Mississippi. He started with Belknap in 1946 and in 1947 was assigned a Mississippi territory with headquarters at Tupelo. He returned to Louisville in 1951 and was promoted to buyer of sporting goods. He became a director in 1954 and was elected assistant treasurer June 10, 1955.

John H. Anderson, who traveled in the Tupelo, Miss., territory, succeeded Price as buyer of sporting goods. Anderson came to Belknap in 1947, and was assigned his territory in 1948.

H. E. Buschmeyer was promoted to special sales manager of the carload department. He started with Belknap in 1920, and was formerly a sales manager for Tennessee, Alabama and Mississippi.

Houston H. Burnett, sales director in charge of Virginia, North and South Carolina, Florida and Georgia, was elected a vice-president. He was made a director of the company in 1943.

The new president started with the company in 1925 as an order clerk. He was named director in 1947, vice-president in 1950, and vice-president and managing buyer in 1951.

Belknap distributes to 30 states and has 360 salesmen.

Vandertill Named to Reo Sales Post

THE APPOINTMENT of L. C. Vandertill as sales manager of the Reo Division of Motor Wheel Corp.,



L. C. Vandertill

manufacturer of power lawn mowers, was announced recently by Sam Briggs, general manager of the division.

Vandertill joined Motor Wheel's Duo-Therm Division in 1948. He served as advertising manager, sales promotion manager and for the past three years as assistant sales manager.

Vandertill replaces Thor O. Loe who has resigned.



Camillus gives you a **POW-WOW-ERFUL**

Christmas Sales Promotion



Let Camillus cut you in for plenty of extra Christmas "wampum" . . . with this new Counter Display.

One-dozen premium quality Camillus Pocket Knives, individually gift-boxed and protected by transparent acetate sleeve.

All knives carry the same list price of \$2.35 each.

Total retail value: \$28.20 . . . *You make a full 40% profit on every Camillus sale!*

Look for these Camillus Features that help you sell more knives . . .

- Brass linings and nickel-silver bolsters
- Hand-honed Permanized Blade Edge
- Nationally advertised and pre-sold through the IRHA Family Gift Center promotion.



Ad mats, catalogs, and other powerful merchandising material available on request. Send for name of your local jobber.

CAMILLUS CUTLERY COMPANY, CAMILLUS, NEW YORK

50th Anniversary Celebrated by Dallas Hardware & Implement Club

With attendance of more than 100 — members and ladies — the Dallas Hardware and Implement Club celebrated its fiftieth year of existence with fun, frolic and food —tempered with some notes of solemnity—in its annual party this past spring.

At this function no members were present who could review in their memories all the projects indulged in over the fifty-year period by this club for the betterment of both agriculture and the farm equipment industry. In addition the club has been active in some civic fields.

During the evening officers for the coming year were elected and the result found C. T. (Choc) Ellis, the Schoellkopf Co., in the president's chair. Vice-president is W. D. Barry of the Minneapolis-Moline Dallas branch and R. W. Wilson, John Deere Plow Co., was re-elected secretary-treasurer. Directors are E. E. Bost and F. A. Molberg, both of the B. F. Goodrich Co., and J. P. Cody of the J. I. Case Dallas branch.

The club was organized in 1905 for the avowed purpose of supplying entertainment for conventions of the Texas Hardware and Implement association. However, as this association gained in strength, the service became less necessary and the function was dropped.

Records do not exist beyond the late 1920's, but in 1928 it is recorded that the club was instrumental in a breeder-feeder movement among Texas farmers. Later the club sponsored a movement to modernize stores of hardware and implement dealers throughout the state and during World War II, membership was in the thick of the agitation for scrap iron collections.

Club members were instrumental in helping to form the steering committee for the dealer-district soil conservation program; it is currently sponsoring a baseball team in the Dallas Midget League, as was done in 1954. Another current project is sponsor-

ship of awards in 12 extension districts for the 4-H club winners in the soil judging program.

The Dallas Hardware and Implement club holds a dinner meeting once each month except during June, July and August.

O'Brien Retires; Murray Ohio Promotes Three

FRANK J. Hannon, executive vice-president of the Murray Ohio Manufacturing Co., Cleveland, Ohio, has announced the retirement of Ralph E. O'Brien as vice-president and general sales manager.

O'Brien joined Murray Ohio's sales staff in March, 1924, was named assistant sales manager in 1936, sales manager in 1949, and vice-president and general sales manager in 1953. He assisted in the company's transition from automobile stampings to the manufacture of juvenile wheel goods and bicycles.

A native of Saginaw, Mich., O'Brien lives at 13309 South Woodland Rd., Cleveland. He and Mrs. O'Brien will soon start on an eight-month trip around the world.

Three promotions have been made in the Murray Ohio sales department: P. J. (Joe) Mulligan will succeed Ralph O'Brien as general sales manager; W. C. (Bill) Keyes

will be sales manager of the wheel goods division; and T. S. (Tom) Philbin, sales manager of the bicycle division.

Mulligan and Keyes both joined the Murray Ohio sales staff immediately following active service with the armed forces in World War II. They are graduates of Notre Dame University. Philbin joined Murray Ohio in 1950 with a background of extensive experience in the field of bicycle sales.

Shultz Named to Nesco Position

EDWARD C. Shultz has been named vice-president and general manager of the Nesco Division of New York Shipbuilding Corp., producers of electrical appliances, housewares and industrial steel containers.

Shultz has been vice-president of Nesco in charge of manufacturing and engineering for the past three years. He first joined the company in 1940 as plant superintendent at the company's Granite City, Ill., plant.

As vice-president and general manager, Mr. Shultz will be responsible for all operations of Nesco and will be headquartered at the company's general offices located at 250 North 12th Street, Milwaukee, Wisconsin.

A native of Chicago, Illinois, Mr. Shultz majored in business administration at Northwestern University and in engineering at Armour Institute of Technology and Washington University.



O'Brien

Mulligan

Keyes

Philbin

you get a BIG PLUS VALUE
when you buy this new



DAZEY
all-purpose
KITCHEN MIXER

Packed in colorful self-selling display carton

\$4.95
 TO RETAIL AT

**YOU GET THIS
 FREE!**



Yes, now Dazey gives you the great new *all-purpose* Kitchen Mixer that's priced right to sell fast. It's not just a beater—for it whips, mixes, blends and purees! Special scientifically designed stainless-steel beaters beat everything from one egg to a heavy cake batter. Nylon gears are quiet and last a lifetime. Comfortable finger grip handle.

A 35¢ Rubbermaid bowl scraper is packed in each carton *without extra charge*. For all the facts write us— or contact your local Dazey wholesaler!

NO. 805 illustrated
 Also available, No. 810C Heavy Duty Kitchen Mixer with exclusive adjustable handle. Top value at \$5.95.

it's a



DAZEY®

St. Louis 7, Mo.

Thomas Industries Names Two Sales Executives

FREDERICK Keller, director of sales of Thomas Industries, Inc., Louisville, Ky., has announced the appointment of T. R. Fuller, as sales manager of the Moe Light



T. R. Fuller



J. L. Parentice

and Star Light Divisions, and J. L. Parentice, as sales manager of the Electric Sprayit Division and the Wright Power Saw and Tool Division. Both appointments are effective at once.

Fuller succeeded to the post of sales manager of the Moe Light and Star Light Divisions after serving as assistant sales manager of the Moe Light Division since February of 1954. Prior to his appointment he was assistant to the sales manager, and before that had been advertising manager since October 1950. He started with Moe

Light in April 1950 as sales correspondent after graduation from the University of Wisconsin in 1949, with a degree in Business Administration.

Parentice was formerly marketing manager of Thomas Industries. Prior to the appointment of the latter position, he had served eight years with the Shawnee Pottery Co. of Zanesville, Ohio, and its Kenwood Ceramics division in the capacity of vice-president in charge of sales and merchandising.



John K. Dougherty

Dougherty, of Gladding, Elected AFTM President

AT THE ANNUAL meeting of the Association of Fishing Tackle Manufacturers, held at French Lick Springs, Ind., John K. Dougherty was elected president. Dougherty is executive vice-president of B. F. Gladding & Co., Inc., South Otselic, N. Y., manufacturers of fishing line since 1816, and a member of the association since its founding. The association represents a large majority of the manufacturers of fishing line, lures, rods, reels and other types of tackle in the United States.

Dougherty has been associated

with the Gladding company since 1950. Prior to his present affiliation, he was assistant general manager of the Lennox Furnace Co., of Syracuse, N. Y. He was born in Portland, Ore., graduated from Yale University with a B. S. degree in 1926, after which he attended the Harvard Graduate School of Business Administration and received the M.B.A. degree in 1928. During World War II he served in the U. S. Naval Reserve and was recently retired with the rank of Captain. His home is in Cazenovia, N. Y.

Distributors Prepare for Houston Show



Among the hardware distributors who are directing the Houston Gift and Housewares Show, to be held August 21-23, are the following: standing, left to right: J. D. Bryan, Jr., Peden Iron & Steel Co.; Fred Curry, F. W. Heitmann Co.; L. B. Gambrell, of Peden; seated, left to right: Fred W. Heitmann, R. D. Strange, both of F. W. Heitmann Co.; and Fred Rose, Bering-Cortes Hardware Co.

TENNESEAL is easier to Sell



30 years of advertising . . . back up your every mention of Tenseal. Several generations of farmers in your area have seen and heard ads on Tenseal, (just as YOU are now). This continued campaign has been effective. In fact, in a recent poll throughout the South, two and a half times as many farmers preferred Tenseal as preferred all other brands of galvanized roofing combined.

Tenseal ads pay off for YOU!

Readily available . . .

An easy sale is no good unless you can deliver fast! That's why TCI has spotted your Tenseal wholesaler NEARBY. Since Tenseal orders are frequently BIG ones, you can't always stock enough. A phone call to your supplier, when you run short, will do the trick. Sell Tenseal for fast delivery!

The customer will be back . . . after you've sold him Tenseal. It's no secret that really satisfied customers will come back for OTHER quality products. Actual use of Tenseal by farmers over the past thirty years has proved that it lasts longer, with no maintenance. Tenseal keeps customers satisfied!

You can show them . . .

how easily Tenseal is installed with the illustrated promotion literature we furnish. A sheet or two of Tenseal, hanging on the store wall, makes an ideal indoor display on which you can easily point out Tenseal's many superior features. Sell easily demonstrated Tenseal!

A leak-proof blanket of steel . . . is provided by Tenseal. This four-fold protection is important to your customers . . . V-Drains allow rapid runoff of surface water. Snug fitting underlap and overlap drains quickly carry away water blown or drawn into side joints. Three cross crimps and a pressure lip on each sheet of Tenseal make a water-proof barrier out of each end-joint. Continuous line galvanizing production of Tenseal gives *even* distribution of the 1.25 ounce ordered coating, to meet *rigid* ASTM specifications. Once installed, a Tenseal roof requires no additional attention. Sell efficient Tenseal!

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

USS AMERICAN FENCE

USS TENNESEAL V-DRAIN ROOFING

UNITED STATES STEEL



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Sell easily demonstrated Tenseal!

A leak-proof blanket of steel . . .
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USS AMERICAN FENCE

USS TENNESEAL V-DRAIN ROOFING

UNITED STATES STEEL



Pflueger Announces Changes in Sales Reps

THE ENTERPRISE Manufacturing Co., Akron, Ohio, makers of Pflueger Fishing Tackle, has announced changes in its sales line up.



Eberhard

Mayo

W. C. (Chet) Eberhard, formerly factory service manager, has been appointed assistant southwestern sales representative. He will aid James A. Butterly, of Fort Smith, Ark., covering the states of Arkansas, Louisiana, Oklahoma, Texas and Mississippi. Eberhard has been with The Enterprise Manufacturing Co. since 1923. He has recently moved from Akron, Ohio to 1428 Lafayette Ave., N.E., Albuquerque, N. M.

Linwood A. Mayo, of Tampa, Fla., has joined The Enterprise Manufacturing Co. as assistant southeastern sales representative. He will aid A. H. (Fred) Iseley of Orlando, Fla., in covering North and South Carolina, Georgia and Florida. Mayo previously was manager of sporting goods with Tampa Drug Co. He lives at 3416 Tambay Ave., Tampa.

Dallas County Hardware Dealers Issued Charter

A STATE charter has been issued to the Dallas County Independent Retail Hardware Association, Inc., comprised of a group of members of the Texas Hardware and Implement Association.

Officers of the local organization include Fred Held, Jr., president; L. J. Sharp, Sr., vice-president; and H. K. Vincent, secretary-treasurer. In addition to the officers, the board of directors includes P. L. O'Brien and Sam Arons.

The charter list includes 20 Dallas hardware dealers.

Perry & Barr Appointed Adjustable Clamp Reps

ADJUSTABLE Clamp Co., Chicago 22, Ill., manufacturers of "Jorgensen" and "Pony" "C" Clamps, Bar Clamps, Clamp Fixtures and Hand-screws, announces the appointment



Coleman R. Perry



L. G. Barr, Jr.

of Perry & Barr Co., 1123 Church St., Nashville 3, Tenn., as its sales representatives in the entire Southeastern territory. This was to become effective June 1, 1955.

Coleman R. Perry and L. G. Barr, Jr., head the Perry & Barr Co., and the territory specifically covered by the company includes Alabama, Georgia, Florida, Mississippi, North and South Carolina, Tennessee, Virginia and Kentucky.

Stanley Electric Tools Names Assistant in Sales

FRANK P. LUCIER has been appointed an assistant sales manager of Stanley Electric Tools, division of The Stanley Works, according to an announcement by Frederick O. Fuller, sales manager.

Born in Northampton, Mass., where he received his early education, Lucier joined Stanley in 1950 following graduation from the University of Massachusetts with an A.B. degree. He recently received an M.A. degree in business administration from Rutgers University.



Frank P. Lucier

After completing an extensive sales training course on electric tools, he was assigned to the metropolitan New York territory and in 1952 he was appointed sales representative in the northern part of New Jersey and Eastern Pennsylvania. He is a member of the Hardware Booster's Club of New York.

During World War II, Lucier served as an aerographer in the U. S. Navy and was discharged in 1947.

DEAN S. PHOEN (Chairman of the Board)
W. W. McMANUS, President
J. H. HADDICK, JR., Vice President

JOHN L. WATSON, Treasurer
L. M. JONES, Secretary

L. C. SMITH, First Assistant President
J. B. HILTON, Second Assistant Pres.
E. H. FOSTER, Assistant Pres.

KING HARDWARE CO.

WHOLESALE HARDWARE

480-510 Marietta Street N.W.

ATLANTA, GEORGIA

July 6th 1955



Memo to Southern Toy Dealers:

Be sure to make purchases for Christmas Toys and Gifts inventory from the enormous display at King Hardware Company. Full lines of the newest, most fascinating and ingenious toys are sampled in the Show Room in Atlanta -- at 490 Marietta Street.

Make King Hardware's Toy Show Room your main stop in Atlanta this month and be ready for a bigger and more profitable toy season in 1955!

Yours for Toy Business,

W. W. McManus
President

WWM:TW



North & Judd Promotes Armstrong, Brown

NORTH & JUDD Manufacturing Co., New Britain, Conn., has announced the appointment of Don H. Armstrong as resident manager of its Atlanta office. Armstrong is be-



Brown

Armstrong

ing transferred from the New York sales office where he has been for the past four years. He joined North & Judd Mfg. Co. following his discharge from the Army, and received his initial training in the home office administrative sales division in New Britain, Connecticut.

Philip W. Brown, who has been resident manager of the Atlanta sales office since 1952 is being recalled to the home office to assume the management of a sales division. Brown has been with the company since 1945 in various sales capacities.

Remington Arms Co. Promotes Two in Sales

DEWEY GODFREY, vice-president and director of sales, Remington Arms Co., Inc., Bridgeport, Conn., has announced two changes in the company's sales personnel.

P. B. Patteson has been named manager, Industrial Sales Division, succeeding Paul Hickman, who has been transferred to the research and development department. Patteson, formerly manager, Western sales region, has been acting manager, Industrial Sales Division for some months in the absence of Hickman. He has served in numerous capacities in Remington's sales

organization since 1944.

F. E. Morgan, manager, Eastern sales region, and acting manager, Western sales region, has been appointed manager, field sales. Morgan, who has had wide sales experience with Remington throughout the country, joined the company's sales force in 1935.

New Bedford Cordage Appoints Gulf Manager

GEORGE W. Hundinger has been appointed manager of the Gulf States District for New Bedford Cordage Co., New Bedford, Mass., it was announced by Robert A. Snyder, sales manager.

For the past 15 years, Hundinger has handled sales of New Bedford Rope in the oil fields. Now, in order to build sales in the Gulf District, he will be responsible for both territories. Headquarters will be in New Orleans with ware-



George W. Hundinger

houses in New Orleans and Houston.

New Bedford Cordage Co., founded in 1842, is one of the oldest American manufacturers of rope. Their manila, sisal and nylon rope is sold through hardware wholesalers and retailers as well as through ship chandlers and industrial supply houses.

Montague and Ocean City Announce Plans to Merge

THE 121-year-old Montague Rod and Reel Co. will merge with the Ocean City Manufacturing Co., of Philadelphia, sometime in the early fall and will end operations in Montague City, Mass., moving all equipment to Philadelphia.

This was announced recently by Paul J. Johnson, president of the Montague Rod and Reel Co. and chairman of the board of the Ocean City Manufacturing Co. Montague and Ocean City heretofore have been associate companies.

The fishing tackle executive explained that among the advantages of the merger will be the increased production capacity offered by Ocean City's three modern Philadelphia plants as well as making available for the development and production of rods, the engineering facilities of the Ocean City Manufacturing Co., plus all its other resources.

The Montague Rod and Reel Co.

traces its origin back to about 1834. One of Montague's predecessors was the Thomas H. Chubb Co., located in Post Mills, Vermont. Leon L. Bartlett, who, with his brother, Eugene P. Bartlett, incorporated the Montague Rod and Reel Co. at Montague City, bought the Chubb Co. in 1890 after the latter suffered a disastrous fire.

The Bartletts revolutionized the fishing rod industry by being the first to make split bamboo rods from Tonkin Cane, and the Montague Rod and Reel Co. became well known as a fishing rod manufacturer.

Johnson bought controlling interest in Montague in the midst of the depression of the 1930's, and it was at this time that the company experienced its first major period of growth. Throughout World War II Montague produced vital supplies for the armed services, and shortly after the end of the war Montague participated in pioneering the development of fiber glass fishing rods.

LINE UP MORE SALES

With These COLUMBIAN HELPERS!



Columbian CARTON coils

Feed factory-clean Columbian Pure Manila or Radium Sisal through hole in top of this sturdy, non-kink dispenser. Three-coil shipping container packs 3 sizes: $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " diameters. Approximately 20 lbs. per carton, or 60 lbs. of rope for full container. Lightweight, colorfully printed — makes an attractive, easy-to-reach display on counter or shelf.



Columbian COLPACK Cartons

Dispense your choice of Columbian Pure Manila or Radium Sisal in diameters from $\frac{1}{8}$ " through $\frac{3}{4}$ " — from the sturdy Colpack Cartons! No lashings to cut . . . just draw rope through hole in top . . . leave uncut portion perfectly coiled and protected from dust inside carton. Easy to handle, store, display, and sell!

Four sizes: 25 lbs., 50 lbs., 75 lbs., and 100 lbs.

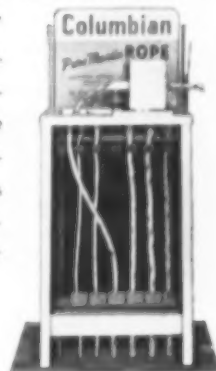
Columbian COLPACK Display Rack

Combines neat, handy Colpack Cartons of all sizes in 20" x 29" of floor space! This eye-compelling display sparks plenty of impulse sales . . . holds one Colpack 25, two 50's and one box of 100' connected coils. Comes completely assembled, ready to use.



Columbian Rope MERCHANDISER

Display 7 sizes of rope in 22" x 12" of floor space! The 52"-high Columbian Rope Merchandiser measures the required length of rope and cuts it for fast, easy, convenient selling. Your rope is displayed in a single compact location — forcefully reminding your customer of his needs!



COLUMBIAN ROPE COMPANY, Auburn "The Cordage City" N.Y.

Columbian Displays Make Money . . .

Ask Your Jobber to Prove It!



(Continued from page 26)



Shown at left is company's new air conditioned office area

Hugo Named Head of New Westinghouse District

APPOINTMENT of D. P. Hugo as portable appliance district manager in the Knoxville, Nashville and Chattanooga area was announced recently by A. D. Lynch, southeastern regional manager of portable appliances for the Westinghouse Electric Appliance Div.

According to Lynch, the territory covered by Hugo is a new district formed to answer a need for an expanded field organization to serve effectively the growing markets of the South.

In his new position, Hugo will be responsible for developing and coordinating sales programs in his district for all Westinghouse electric housewares, electric bed coverings, fans and vacuum cleaners.

A graduate of Miami University, Ohio, the new district manager joined Westinghouse in 1952 on the student training course and subsequently served as an assistant in the major appliance advertising department at Appliance Division headquarters in Mansfield, Ohio.

(Continued on page 44)

Piedmont Hardware Remodernizes Office and Display Facilities

A REMODERNIZATION of company facilities is being completed by Piedmont Hardware Co., wholesalers with headquarters in Danville, Va.

In the company main building on Craghead street the first floor office area has been moved to the second floor with the street floor being converted to a display room.

The new office area now consists of seven private offices, a general office area, and a catalog and printing department. The offices are air-conditioned and are equipped with fluorescent light fixtures.

According to the announcement from C. B. Marshall, secretary-treasurer, "will-call" customers now will come to the front door instead of the side door as in the past. Under this arrangement they will enter directly into the display room where the city desk will be located.

Piedmont Hardware Co. was established in 1897. Operations have been carried on from the original building on Craghead street since 1900, at which time the corporate name was changed from Traylor, Peterson and Motley to its present name.

In 1952 the company erected a modern, one-story warehouse located about five blocks from the main company building. This warehouse, used mostly for the storage of bulky merchandise, provides 45,000 square feet of space.



Customers visiting the company will enter directly into this display room. "Will Call" desk is located in this sample room

Hardware Dealers

Wallrite Summer Sales Contest Ends
August 15—With Many Display Ideas

FLOOR SPACE CAN BE EXPENSIVE WHEN NOT USED EFFECTIVELY.

That's why Fleming & Sons, through its SUMMER SALES CONTEST, asked hardware dealers everywhere to suggest profit-proven ways to display WALLRITE. Fleming intends to pass along to you those ideas considered most effective.

Preliminary plans are under way to produce display racks which you, the hardware dealers, have recommended as the best to show and sell WALLRITE. These racks will incorporate the most desirable features from the hundreds of suggestions submitted. New racks will be available to you shortly after the contest ends.

THERE IS STILL TIME TO ENTER THE CONTEST AND BECOME ELIGIBLE TO WIN A 1955 FORD FAIRLANE OR CUSTOMLINE RANCH WAGON. All order-entries must be postmarked by August 15, 1955.

21 SUCCESSFUL YEARS OF MANUFACTURING AND SELLING WALLRITE ARE BEHIND US IN HELPING YOU MAKE 1955-56 A HIGHLY PROFITABLE YEAR.

SHOW THE NEW WALLRITE LINE—10 BEAUTIFUL, COLORFUL PATTERNS.

GET YOUR SHARE OF THE INCREASED BUSINESS AND PROFITS.

Thanks for your orders and suggestions.

Fleming & Sons, Inc.
P.O. Box 1281
Dallas 21, Texas



..... spiral wrapped
single loop

Reap a harvest of profits with **DIXISTEEL** Bale ties—Coiled baling wire

TRADE MARK

ASAE standard
specifications



Dixisteel Coiled Baling Wire is now available for these automatic balers:

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

from doghouses to skyscrapers



Big - Volume Sales of Builders Hardware

By Richard Lane

THE SONG writer doesn't say, but it's quite possible that the girl who's "gonna lock my heart and throw away the key" is a DeSoto Hardware Co. customer.

Why? Simply because so many people in the Mid-South just naturally think of DeSoto Hardware Co. when they think of locks, keys and other builders hardware. The big uptown Memphis, Tennessee, store attributes from 25 to 40 percent of its sales volume to this one department.

Seriously, while DeSoto hasn't knowingly locked any hearts, it has furnished locks for everything from doghouses to skyscrapers.

And, if that melancholy songstress ever decides she wants to unlock her heart after throwing away the key, DeSoto Hardware Co. can help her there, too. The store has one of the country's best safe-and-lock experts in Carl Stemmler. He'll unlock it for her. He's had tougher jobs. Maybe he'll even present her with a new key.

DeSoto is an outstanding example of a hardware store enjoying unusual success with builders hardware. The department's success wasn't built overnight. The store has been serving Memphis for half a century, and builders hardware has always been an important department. The depart-



Jerry Merritt, DeSoto's architectural hardware consultant, pours over blueprints with Assistant Manager Pierini, prior to estimating builders hardware requirements for a large job. The line accounts for from 25 to 40 percent of the company's total annual volume of sales

ment has been expanding steadily down through the years—it's still expanding, with an enlarged stock room and another salesman being added this year. Incidentally, the store believes this year will be the department's best in its long history.

Much of the success rightly belongs to Jerry Merritt, manager of the builders hardware contract department, although Merritt modestly will disclaim it. But it's a fact that Merritt, who has been with DeSoto 22 years and who started

selling builders hardware in Memphis in 1912, is one of the most experienced men in his field. He is an Architectural Hardware Consultant—and one of the best-known in the country.

Assistant manager of the department is Philip Pierini, Jr., who has been with DeSoto 10 years and aiding Merritt for three years. Like Merritt, Pierini is selling builders hardware because he enjoys it. The two, being specialists, sell practically all of the store's builders hardware.



Small home-owner receives courteous attention from Merritt as he discusses door item with her in the sample room. Below, manufacturers salesmen confer with company sales staff in attractive room where samples are displayed against the panels of natural wood

Ask either of them how much builders hardware they sell in a year, and you'll receive no boastful figures or claims. They put it quite modestly: "We sell as much as any other store in town." Their competitors will tell you that's putting it quite mildly indeed—especially since many of DeSoto's sales run well into five figures.

While DeSoto Hardware Co. doesn't advertise its builders hardware sales methods, neither does it keep them under lock and key. They are pretty well known—or should be now—to DeSoto's chief competitors in Memphis. But other hardware stores, dreaming of building builders hardware into a high-profit department, perhaps can take a page or two from the book of success and up their volume, too.

Here's how Merritt explains it:

"You've got to have quality lines to build a large volume. Little known brands simply won't do if you are going after the big jobs. Highly advertised lines that contractors and home builders know they can buy with confidence are the ones to stock.

"Our two main lines are quality lines which go a long way toward selling themselves. They are household names.

"While our lines can cover any price range, we concentrate on quality.

"We go after the better class of business—the higher priced homes



and subdivisions, the new hospitals, commercial buildings, warehouses, schools and public buildings in the Memphis territory.

"That doesn't mean we aren't glad to see a customer come in and ask for only one item. Remember this: That customer who today wants a lock or hinge for his doghouse or garage, or who wants a metal knocker for his front door, may buy builders hardware for a complete new home tomorrow."

How does DeSoto Hardware Co. get its "leads"?

It isn't difficult. The same means are available to any other hard-

ware store in Memphis—or any other city.

"We regularly check city and county building permits," Merritt explains. "We carefully scan the Daily Court News, which reports these permits. We watch for building activity. We also work closely with contractors and architects. We have many good friends in the construction industry—residential, commercial and industrial.

"Contractors and architects come to us or refer their clients to us. They know what lines we sell and they have no hesitation in recommending them where they know quality is desired.

"Incidentally, we are members of the Memphis Builders Exchange and Associated General Contractors—two organizations that enable us to keep in close touch with what's going on. We also are members of the National Builders Hard-

ware Association.

"We service architects, work closely with them and prepare our contract estimates from blueprints," Merritt adds.

DeSoto Hardware Co. gets lots of business without competition. But Merritt is quick to emphasize that selling is not just a matter of waiting for home-owners, contractors or other builders to come in and shop. To do a real business, you've got to go after sales. And DeSoto does that.

"You can't stay in your office all the time, no matter how good your
(Continued on page 46)

Tools, right, are hung on peg board slanted from shelf ledge at bottom to wall at top. The paint section, before remodeling, center, had no particular plan for space around columns. Now, by using peg board, bottom, paint accessories and builders hardware are displayed much more effectively

By W. M. Massey



Effective Displays Boost Sales

Designed primarily to increase display space this remodeling job boosted store traffic — and sales

MAXIMUM EFFICIENCY in use of floor and display space has such a direct bearing on sales, according to J. C. Darby, president of Southern Sash, Sheffield, Alabama, that he was prompted to remodel his hardware, paint and tool departments again this year though they were remodeled and air conditioned as late as 1953.

Proper use of floor and display space, as Darby points out, has a



decided influence on store traffic, self-service sales, eye-appeal, sales time and related selling.

In the remodeling job completed in March, Southern Sash gave the tool department more prominence and better display. This was accomplished by consolidating everything in one area with a new wall display to replace the former island-type display fixtures. Now in use is a peg board background.

(Continued on page 46)

\$10,000 Monthly Volume

Hardware-- Self-Service Style

By Ruel McDaniel



Customer above enjoys leisurely selection of gun in this self-service store. Exterior view below shows store's advantageous location in new shopping center

E. C. PETERSON operates profitable super markets in Corpus Christi, Texas. John Golliher, Jr., his brother-in-law, was connected with a local wholesale hardware concern for several years. Together they incorporated Center Hardware Co. and put their ideas together in a self-service hardware store in a new community center about three miles from downtown.

After less than a year, the store is doing about a \$10,000 volume monthly with a floor staff of only four people. Golliher, the manager, estimates that about 75 percent of all volume is self-service, but since sales made through demonstrations are larger than the average purchase, he believes that perhaps 90 percent of all transactions are on a self-service basis.

Four people—two men and two women—work on the floor to assist customers who need help, and one of these is the cashier. Golliher and a warehouseman take turns on the floor to make the fourth. The company employs some part-time help on weekends.

Experience in operating super markets taught Peterson that if self-service is to succeed, as many





Customer finds shopping baskets convenient and likes the quick check-out service. Cashier takes this opportunity to suggest additional items

items as possible must be made available to the customer without the aid of a salesman, and the items must be adequately packaged, displayed and priced.

For example, such simple items as small screws are packaged and displayed, and each package carries the price. In fact, every item in the store is price-marked with indelible ink with a stamping machine. If the item is so small that the price cannot be stamped on it, it goes into a plastic envelope and the envelope is priced.

Saleslady at right gladly assists a new customer. Below, Copartner Gollhofer checks fast-moving paint stock and carefully marks pricing of small screws



Each bin carries a tag giving the name and designation of the merchandise carried, to enable customers to locate items easier and at the same time to speed up reorders. Nothing is out of reach of the customer.

Gollhofer believes that self-service is particularly practical for a community center hardware store, for the usual patron of a community center is accustomed to self-service in other types of stores. In the Port Air Center, where the Center Hardware Co. is located, there is a modern, self-service drug store three doors away, and in the same block is a large Peterson super market. Every store in the center pushes self-service to some extent, and that makes customers of the community self-service conscious. That means less educating

(Continued on page 48)



Customer selects radiants for her heater. Sales of these for heaters the store carries add substantially to volume

Early Promotion *moves more heaters*

By S. W. Ellis

GAS HEATERS and fireplace accessories yield maximum volume for the F. C. Stearns Hardware Co., Hot Springs, Arkansas, because the owners heed the old sales axiom — "plenty of promotion in plenty of time."

By August 1, the heater window display goes in and, with a few changes, runs all month. It has to be an effective window to hold attention so long, Edward L. Wright, vice-president, points out. The Stearns window is made especially attractive with seasonal props, good lettering, and a touch of imagination.

The window that was set up last August was typical. Starting



Heaters and fireplace accessories have a generous share of the floor space. Salesman, above, discusses the various heaters with prospect



Shown here is a typical window display which is set up August 1 and which, with changes to hold attention, remains on duty until cold weather

with an excellent showing of gas heaters—including space heaters, fireplace logs, gas hot plates and bathroom heaters—signs, changed props and decorations carried the window on through October. The first signs warned that cold weather was coming and that a wide selection in heaters was presently available. With the first cool weather, the window was given the look of fall with autumn leaves and pine cones, and a sign that reminded folks that cold weather was at hand.

The window always is devoted completely to windows. It includes gas radiants, fireplace screens, and cleaners and paints for gas heaters and accessories.

An entire window devoted to
(Continued on page 48)



Wolf enters data on items purchased and makes a note of number yet to be bought to equal last year's sales volume. At left, he helps customer choose a pattern of linoleum



***He avoids dead stock
with this system for***

Placing Seasonal Orders

By Beatrice Miller

GAUGING THE buying of seasonal merchandise by his records of the previous year, Abraham Wolf, owner of the District Line Hardware Co., Washington, D. C., has worked out a plan for placing seasonal orders. Through this plan, he not only carries a wide, diversified stock, but yearly losses in dead stock run less than one percent on a gross volume of approximately \$160,000.

"We buy to meet a 60-day demand," he stated. "We buy enough so that we will not lose sales. Our policy of moving merchandise quickly means no dead stock. We are constantly on the lookout for items not moving, and we clear these on a special table."

Wolf has departmentized his store to meet suburban and farm needs. In addition to the regular hardware departments, linoleum, poultry supplies, garden supplies, and major electrical appliances are carried. Wolf points out that his merchandising methods mean a

fast and steady turnover that keeps his stock fresh and clean with no more capital than necessary tied up in one item.

Wolf illustrated his procedure for buying seasonal items. He records in ink, by item and size, the number of lots purchased and the date, and also enters cost and selling price. As he looks over last

season's figures on summer items, he will start buying from February 1 through August 15. He starts out each season buying 80 percent of last year's sales volume. He circles in pencil the number of items still to be bought to equal last year's figures. Simultaneously, he starts watching incoming requests for those items and also announces to all customers that those seasonal items (poultry supplies, bulk seeds, etc.) are coming in soon.

"Last summer I had 40 units of

Wolf's policy is to buy 80 percent of last year's sales volume—simultaneously noting the number of items still to be bought to equal last year's figures. Yearly losses in dead stock run less than one percent on a gross volume of approximately \$160,000



Customers know in advance when garden supplies will be available at District Line. Here, a lady buys flower seeds from store salesman

18 different types of lawn mowers and by August 15, the end of the season, I had only eight left," said Wolf. "On bulk seeds which depreciate as perishables, I had only 10 pounds left out of 830 pounds. These were beans and some odds and ends, I gave them away to an old customer, informing him that I could not guarantee results."

The same gauge is used in buying poultry and poultry supplies at District Line Hardware Co. Selling 800 baby chicks a week at the season's peak and about seven tons of poultry feed a week, this dealer studies his purchase figures of the previous season. He runs 20 percent behind at the outset, indicating in pencil the quantity still to be ordered to equal last year's figures.

Wolf pointed out a number of examples as to how he avoids dead stock. While linoleum is highly profitable, he stated, this item requires careful buying. District Line Hardware Co. buys in 35-unit shipments to obtain a better price. Believing that linoleum sales are based, not only on a dealer's knowledge of home decoration but also on his methods of record keeping to alert him to dead stock, Wolf has compiled his own book of patterns and colors, and an index that refers him to substitutes for discontinued patterns.

"The complete book of linoleum selections that offers a customer wide choice in color and pattern is

too confusing, so we have a loose-leaf binder with each rug pattern enclosed in a cellophane envelope with model number, quantity, size and price indicated," Wolf explained. "We have index references where patterns are similar and furnish the customer with agreeable substitutions. For example, alongside of #400 we record 'See 397' and at 397, we find the mark

of 'D' or discontinued. That is our cue to 'talk up' #397, for it is stock that we must get rid of."

The dealer who learns how to question a customer as to which room she wants to use the rug in, what other colors are in the room, whether the room faces north or south, and what other pattern is already in the room in the way of upholstered furniture or wall covering, will readily find a "D" linoleum rug moving out of his inventory and into a customer's home. A dealer's sincere interest in the customer's selection builds confidence in his recommendations so that the customer will depend on him for future linoleum needs in decorating schemes, according to Wolf.

Records on dinnerware are kept in the same manner, he stated.

Adding another note of caution on linoleum, Wolf pointed to his 17-foot, home-made, V-shaped tiers in the cool, ventilated basement where he stores linoleum rugs. With rugs readily accessible and each pattern number supported independently and arranged in numerical order, District Line Hardware Co. emphasizes that proper storage conditions are a must for linoleum.

In paint, Wolf indicated, lines change and colors change, and there are certain colors that seldom move. Consequently there is always a small percentage of over-
(Continued on page 53)



Orders for poultry supplies also are placed early. Customer, left, and salesman discuss proper items to meet his feeding and watering needs



Effective Store Planning for Semi-Self Service

WHEN Emmett Richmond opened his new hardware store in Gate City, Virginia last winter he thought he had designed the layout and fixtures so that he and his wife would be able to operate the business themselves without additional help.

The store has drawn so much trade, however, that extra help has been required since shortly

By Stallard Jones

after it opened, according to Richmond. "Business has been far above our expectations even from the first," he said. "We attribute much of this success to the store's location, interior layout, fixture design, and semi-self-service op-



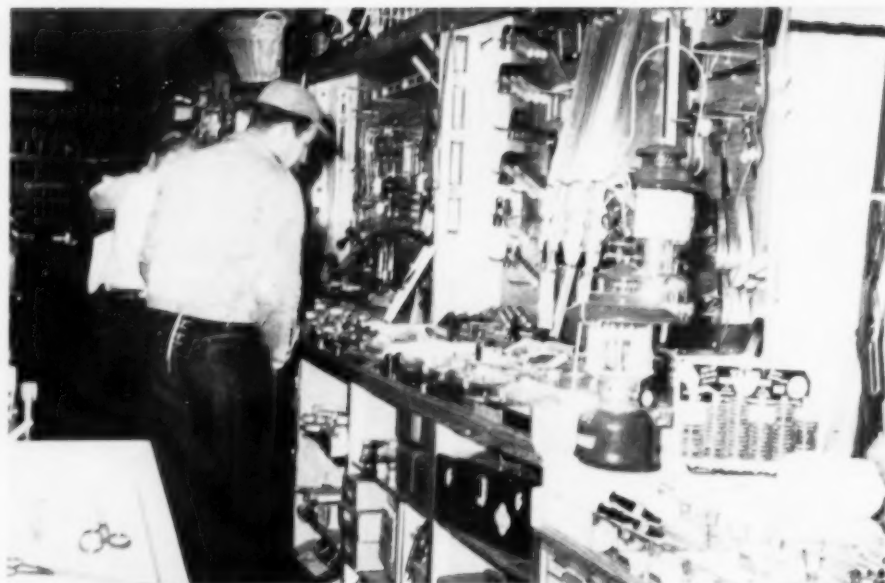
Shoppers drawn to rear wrapping counter, top photo, often find other small items they need. Cleaning supplies and housewares are displayed to full advantage



eration, as opposed to either old-time service or the ultra new self-service."

Although the store could be operated on a self-service basis, Richmond does not believe that straight self-service is practical for most hardware items. "Customers just can't seem to choose many hardware items without expert advice," he pointed out.

Semi-self-service, however, is proving to be almost perfect, he continued. The system not only cuts down on sales cost but also features open display of



Operated on a semi-self-service basis, Richmond Hardware displays items so shoppers may see and handle them. Customers above select their needs in the carpenter tools department. Store plate glass front, left, affords full visibility from the street.

merchandise. When customers can inspect products easily, sales go up.

Located on Gate City's main business street, Richmond Hardware occupies an 85 by 25 foot building. An attractive, aluminum-trimmed, plateglass front affords good interior visibility from the street. In addition, an outside display fixture, approximately four feet long, two feet wide, and five feet high, with two shelves, is used at all times, when the weather permits. Displays on this are kept seasonal, Richmond said.

Just inside the windows on the right is the sporting goods department, featuring a rifle display,

which is always of interest to men, Richmond believes. On the left, next to the windows, is a three-foot upright circular rug display, and just beyond, against the wall, is a fifteen-foot-long, seven-foot high linoleum display.

In the center of the store just through the doors is a glass-topped cutlery display, and beyond that are the island floor fixtures displaying small electrical appliances and housewares. Aluminum ware is displayed on the left wall, which also contains displays of brooms, mops, and household cleaning supplies. Displays of carpenter tools, bath, and plumbing fixtures, sport-

ing goods and bolts and nuts, occupy the right wall.

"Until last August, a model kitchen was displayed where the linoleum and rugs now are located," Richmond said. "But there just wasn't any turnover, and the display didn't pay its way. Linoleum and rugs have proved profitable in the spot, however, making a bright, colorful display which draws the ladies into the store. From August through January, I sold about fifty 100 square yard rolls of linoleum, and countless rugs."

All fixtures in the store, which Richmond helped make himself in a local carpenter shop, are of 3/4" plywood, varnished and shellacked to a dark, amber color. "Commercially made fixtures would have cost me around \$12,000," Richmond estimated. "And they were not exactly what I wanted. These are, and they cost me less than half \$12,000."

All fixtures were designed so that customers could put their hands on the merchandise, Richmond pointed out. This was achieved mainly through sloping most of the fixtures, including the wall shelves, out at the base. Also, this eliminates "dead" space, or hidden displays, Richmond explained.

Open display is one of the most important elements in merchandising hardware, Richmond believes. "If a customer wants only one bolt, he'll often handle half a hundred," he pointed out. "So I

(Continued on page 53)

Good pointer

for more

file

sales



For brisk file sales, feature these three Black Diamond files. Why? Because each of them superlatively fills a real filing need.

And because your customers have recognized Black Diamond files as highest quality for many years.

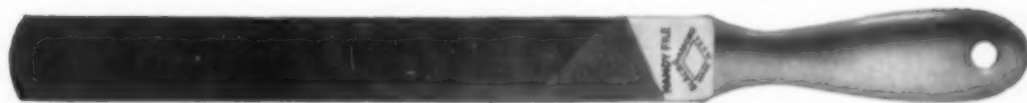
BLACK DIAMOND MILL FILE

One of the most versatile and popular files made! 8" and 10" are the most frequently asked for lengths. In bastard cut with square or rounded edges. In second or smooth cut with square edges only.



BLACK DIAMOND TAPER-TYPE FILES

For handsaws. Taper, Slim Taper, Extra Slim Taper, Double Extra Slim Taper, 4" to 8" lengths for precise sharpening of saw teeth in many degrees of fineness.



BLACK DIAMOND HANDY FILE

One side double-cut for fast metal removal. Other side single-cut for smoothing and sharpening. An ideal all-around file for the home, workshop, garage!

Order from your Hardware Wholesaler

NICHOLSON FILE CO. • 15 ACORN ST. • PROVIDENCE 1, RHODE ISLAND

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES *FOR EVERY PURPOSE*

Full-scale Christmas window displays appear September 15. A best-seller bicycle and the lay-away plan sign are featured prominently to attract passersby

By
Sophie W. Ellis



"Put Christmas toys on lay-away"



Dolls are suspended from ceiling just beyond childish reach. Here, customer points to one which she would like to examine close up

FROM THE time toys go on display in mid-September until Christmas Eve, the Richland Hardware Co., Nashville, Tennessee, sells about \$8,000 worth of these products. Chiefly responsible for this substantial volume is a well-organized and promoted lay-away plan.

Located in a suburban neighborhood, this general hardware store

This advice comes from a promotion-minded dealer who, from mid-September until Christmas Eve, does an \$8,000 volume on the line

uses lay-away promotions to induce early shopping.

"Lay-away helps us to buy profitably," said E. L. Gullett, manager. "We start the ball rolling on September 15. At that time we put out full-scale Christmas displays that include lay-away signs on the windows and in the store. Last Christmas, during the first 30 days, we could determine which items were selling best. By the middle of October, we knew what we would have to reorder and how much. Naturally, we pushed the best-selling items."

One of the best-sellers in the store was a bicycle in the \$40 price range. This model is given the choice spot in sidewalk and window displays. Although other bicycles, priced from \$19.95 to \$62.50, are sold, this model is the most popular. Last year 40 were sold.

"This bicycle," Manager Gullett asserted, "brings more people into the store at Christmas than any other Christmas item. We don't make the margin of profit on it that we make on other bicycles, but we know it pulls traffic in and

helps to sell other items.

"Nearly every bicycle goes in lay-away, and usually other items accompany it."

The lay-away sign goes on the window when toys are first displayed. A skilled sign painter makes the huge sign dominate the glass. Last year, by November, lay-away items filled the special warehouse rented for lay-aways, a garage close to the store, and began filling a special section of the store's general warehouse.

So many lay-aways are sold that a good system had to be established to keep track of them. A compact card system is used, kept in the toy department. Each customer has a card. When a payment is made, this is recorded on the card, and the customer is given a receipt.

No down payment is required on lay-aways when the customer is well known. Others are asked to pay 10 percent down, the remainder to be paid weekly or monthly, until final payment is made just before Christmas.

The delivery service on toys is
(Continued on page 54)



We're Lighting Fixture Experts... with our *MOE Light* display!



Anderson-McGriff Company, Atlanta, Georgia

Everyone on our staff enjoys selling Moe Light fixtures, now that we have a Moe Light Home Lighting Center. Everything needed to do a competent sales job, is right on the spot—attractively displayed—plainly identified and clearly priced. What's more, Moe Light's beautiful catalog is filled with authoritative information—helps our salespeople in offering helpful and decorative suggestions that lead to extra sales.

You'll be amazed at how quickly you can build a profitable, volume business with a Moe Light Display. Waste ceiling space instantly goes to work for you. The eye-catching display adds a bright spot to your store—stimulates impulse purchasing as well as establishing your place of business as headquarters for home lighting fixtures.

Moe Light is a nationally advertised, complete line, with fixtures for every room, every taste, every budget. Moe light offers you a choice of ceiling, wall or counter displays, each with a sales-tested assortment of fast-moving fixtures that show immediate profit.

**IT WILL PAY YOU TO GET THE MONEY-MAKING FACTS ON MOE LIGHT DISPLAY DEALS.
USE THE CONVENIENT COUPON FOR PROMPT ACTION . . .**



General Offices, Louisville, Ky.

Division of THOMAS INDUSTRIES, Inc.

In Canada 1401 The Queensway, Toronto 14, Ontario, Canada

MOE LIGHT, Dept. 50H-8
Division of THOMAS INDUSTRIES, Inc.
410 South Third Street
Louisville, Ky.

- ☐ Please send me complete information and prices on all Moe Light Display Deals.
☐ I am enclosing 25¢ for the new full color Moe Light "Inspiration-Lighting" Catalog.

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Merchandising Clinic Held by The Schoellkopf Co. in Dallas



Photo at top shows Bruce Burgess, merchandising manager, Union Fork and Hoe Co., addressing the meeting. In bottom picture, C. T. Ellis, Schoellkopf sales manager; Jap Lucas, Athens dealer, P. L. O'Brien, Dallas dealer, Paul Burge, Ft. Worth dealer, and Harry Mass, Precision Radiation Instruments, Inc., look over merchandise displayed at the clinic

"PERSONALITIES are the key to modern merchandising," said Bruce Burgess, vice-president and merchandising manager of Union Fork and Hoe Co. of Columbus, Ohio, in an address to hardware and housewares dealers attending a recent one-day sales conference held in Dallas by The Schoellkopf Co., hardware wholesalers with headquarters in that city.

Burgess took the nation's retailers to task on their continuing lack of emphasis on personality in sales training. Citing one aggressive, nationally-known retailer as an example of outstanding customer-relations, Burgess contrasted the practices of numerous other dealers who maintain a don't-care attitude in this important area of selling.

He urged more emphasis on intensified sales training of personnel with particular attention to product knowledge and selling technique. Any retailer, according to Burgess, can improve his sales by having the right products, displaying them attractively, and giving careful attention to the customer and his desires.

Burgess spoke at a luncheon during the all-day Schoellkopf sales conference which was attended by more than 200 North Texas hardware and houseware dealers. Factory representatives of leading lines such as Ekco, Mirro, Revere, Pyrex, Presto Cookers, Dille & McGuire Mowers, and Precision Radiation Instruments Co., Inc., conducted class sessions throughout the day.

Amarillo Hardware Buys Additional Warehouse

AMARILLO Hardware Co., wholesalers in Amarillo, Texas, announces the purchase of an additional warehouse building located at 5th and Johnson streets across the street from a warehouse constructed by the company in 1950.

The new warehouse building is 100 feet by 140 feet and contains a basement, two floors, and is served by railroad trackage.

This additional 42,000 square feet of space brings the company's total floor area to more than 200,000 square feet, according to R. C. Neely, Jr., vice-president.

H. K. Porter Announces Sales Appointments

J. G. GEDDES, president of H. K. Porter, Inc., Somerville, Mass., manufacturers of Porter Metal Cutters, Porter Pruners, and the P-F line of automotive tools and equipment, announces the promotion of Harry M. Webster to sales manager of trade sales.

Webster, previously sales manager of the Cutter and Industrial Division, is now in charge of all cutter, pruner, and automotive trade sales.

It was also announced that Joseph O. Holman, Garland, Texas, will represent the automotive line in Arkansas, Louisiana, and Texas (except El Paso), and will do missionary work on cutters and pruners.

Belknap Announces 1955 Toy Booklet

BELKNAP Hardware and Manufacturing Co., 111 East Main St., Louisville 2, Ky., announces that it is supplying at less than its cost a toy booklet for 1955 which hardware dealers can buy and distribute to their customers.

The 32-page booklet will be printed in four colors, on enamel paper, gravure process, and will contain 200 items. These include those that sold best in 1954 and those expected to sell best in 1955.

Sell Flat Wrenches **QUICK!** With this Sales-Active New Merchandising Idea by **NONE BETTER**

**COMPLETE
KIT INCLUDES
PLASTIC POUCH,
METAL WALL RACK
AND WRENCHES**



**PLASTIC POUCH AND
METAL WALL RACK**
with 5 or 6 Piece Sets of
**DROP FORGED TUFF-TEST
CARBON STEEL ENGINEER'S
OR COMBINATION WRENCHES**

**LOW COST—
HIGH SALES ACTION!**

ENGINEER'S WRENCH SETS WITH POUCH & WALL RACK

5 Pc. Sets: Heavy Duty — openings 3/8" to 7/8".
Light Duty — openings 5/16" to 3/4". Polished or
Unpolished Heads. Std. Pkg. 5.

6 Pc. Sets: Heavy Duty — openings 3/8" to 1".
Light Duty — openings 5/16" to 7/8". Polished or
Unpolished Heads. Std. Pkg. 5.

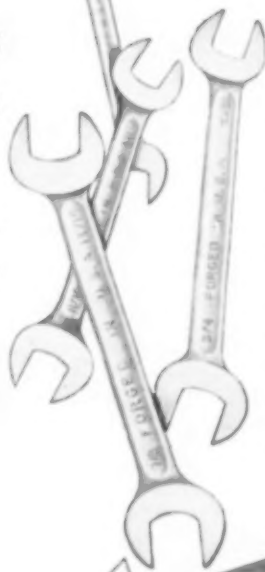
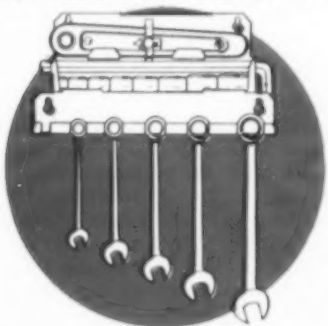
COMBINATION WRENCH SETS WITH POUCH & WALL RACK

5 Pc. Set: Openings 7/16" to 3/4". Polished Heads.
Std. Pkg. 5.

6 Pc. Set: Openings 3/8" to 3/4". Polished Heads.
Std. Pkg. 5.

Make Combination Sales—

Sell an 11 or 19 piece TUFF-TEST
Socket Wrench Set every time you sell a Set of
TUFF-TEST Flat Wrenches. Metal Rack hooks se-
curely on front of Socket Wrench container, and
both hang on wall as shown below. This NONE
BETTER feature increases Tool Sales for you,
helps your customer build a useful Tool Dept.



**NONE
BETTER
Tools**

**NONE BETTER DIVISION
THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.**

Victor

THE COMPLETE LINE
ADDS THREE
New Decoys



NEW! VICTOR TRU-LIFE

Realistic, life-size decoy of light, tough molded fiber. Prebalanced and waterproof. Permanent head. Mallard and Black Duck.

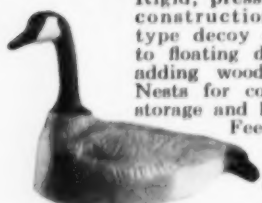


NEW!

VICTOR MAJESTIC CHAMPION

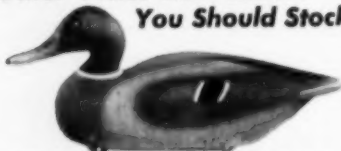
One-piece Tenite plastic decoy. Life-size, internally balanced and colorfully finished. Mallard, Pintail and Black Duck.

NEW! VICTOR DELUXE GOOSE



Rigid, pressed fiber construction. Field type decoy converts to floating decoy by adding wood board. Neats for convenient storage and handling. Feeding and upright heads supplied.

Other Victor Best-Sellers You Should Stock



VICTOR MAJESTIC STANDARD

Life-size, internally weighted, Tenite plastic, adjustable head. 7 species. (Deluxe over-size model also available.)



VICTOR VERI-LITE Light, tough, waterproof and self-righting. Moveable head. True colors. 9 species.

VICTOR CRO-TONE CALL

Realistic Crow call equipped with lanyard.



Anchors • Balance Weights • Wood Decoys

Order from your wholesaler

ANIMAL TRAP COMPANY OF AMERICA

Lititz, Pa. • Pascagoula, Miss.
Niagara Falls, Canada

Big-Volume Sales of Builders Hardware

(Continued from page 32)

lines are," Merritt declares emphatically. "There will always be the need for a real selling job outside as well as inside, if it's builders hardware."

The store does some advertising of builders hardware. It frequently shares large display ads with others who have had parts in building or equipping a new commercial, industrial or public building.

DeSoto's biggest single job was the furnishing of complete builders hardware this past year for the new 14-floor east wing of Baptist Memorial Hospital in Memphis. It also has furnished the builders hardware for such widely known buildings as the new Orgill Brothers & Co. warehouse, the University of Tennessee Medical-Surgery Building, the J. Seddon Allen warehouse, East High School, the new Christian Brothers College Science Building, the Memphis Hunt and Polo Club, the Union Planters National Bank Building addition, and buildings in the Poplar Plaza shopping center, all in Memphis.

It also has provided the builders hardware for many schools and hospitals in North Mississippi and West Tennessee. The new Coahoma County, Mississippi, courthouse at Clarksdale was equipped by DeSoto.

Many jobs sell other jobs.

Merritt and Pierini pride themselves in the eye-catching sample room on the main floor of DeSoto Hardware Co. This room, 18 by 18 feet, is panelled in natural wood, has a large oak table, convenient and comfortable chairs—and privacy. Samples are all new. There's builders hardware displayed for every type building.

Merritt and Pierini do their real work on the second floor, where there is ample room to pour over the blueprints. The stock room, being enlarged to provide for a bin system, is on the third floor. The store building itself is newly remodeled. De Soto moved into it about seven years ago from a nearby location.

DeSoto's expert locksmith, Stemmler, does most of the department's master keying. He also does general lock repair work in addition to opening safes (strictly upon request). A highly valuable man, he has been with DeSoto Hardware Co. many years and is well-known

throughout the Mid-South. Stemmler is frequently called upon by law enforcement officers to open balky safes or to help merchants and banks who are having trouble.

President and treasurer of the service-minded DeSoto Hardware Co. is Charles L. Jetton. Vice-president and secretary is his brother-in-law, Bill Dowdle. Both grew up in the organization and are widely-known in the hardware field.

Effective Displays Boost Sales

(Continued from page 33)

painted white, which provides maximum flexibility, and displays can be rearranged in a short time. If more space is needed in the future, it will be available, without remodeling again, through the use of space now devoted to aluminum products such as gutters, flashings, louvers, thresholds, etc. Shelves underneath the peg board hold tool chests and related items while power tools are shown along the aisle opposite the wall displays.

The paint department was given more space because of an expanded line. The island displays were increased from four to six. These have six shelves to a side with tops of pyramid shape to hold the smaller cans. Aisles between the gondolas are wide enough for two people to pass. Two supporting columns in the paint department, nearest the check-out desk, are devoted to paint accessories. Smaller items such as brushes are fastened on pegboard which encloses the columns. This prominent display for paint accessories results in more impulse sales.

On the builders hardware side of the paint department, supporting columns are covered with white pegboard on four sides and these items in this line are displayed from floor to ceiling.

Southern Sash conducts a successful tool rental business which includes all the popular hand tools as well as power tools. Only in floor sanders has there been any abuse and this is not serious, Darby reports.

Early this year the store began conducting a do-it-yourself school each Thursday night. This has met with much enthusiasm and is well-attended. This is to be carried on as long as public interest warrants it. Space for this school was made available in a warehouse in front of the store where the necessary tools are placed.

CONVENIENCE COMES IN A CARTON

The J&L 100 lb. Nail Box



REMEMBER—J&L Nails
are packed for your convenience.
Fill your requirements NOW!

Jones & Laughlin
STEEL CORPORATION — Pittsburgh

Saves Space

50 J&L Boxes can be stacked on pallet that would hold only 32 wooden kegs. Shorter box saves 15" when stacked 6 high on 3 pallets.

Better Identification

Size and type plainly printed on top and two adjacent sides. Better inventory control reduces shipping errors.

Safer, Easier Handling

Rectangular shape, straight uniform sides permit safe, solid stacking to greater height. Strong, lightweight, weather resistant J&L Box has no projecting nails or splinters.

Easier Opening

No wire to cut. Simply break perforations and lift off top.

Attractive Appearance

A neat modern package that's ideal for sales-building floor displays.



**For
Safety's Sake
Insist on
Superseal
Gas Range
Connectors**

**Easily Installed
Leak-Proof**



SUPERSEAL Gas Range Connectors are available in six different assemblies, but only one top quality grade, certified and approved by the American Gas Association and Underwriters' Laboratories, Inc. The tubing is 3/4-inch O.D. aluminum, with a wall thickness of .049 inch. Fittings are of malleable iron, cadmium plated. Available in 12 to 60-inch lengths, with 3/4-inch pipe thread as standard. Special 1/2-inch pipe thread can be supplied in the straight male or female adaptors. Over 400 U. S. distributors. Insist on SUPERSEAL.

"Every Superseal Fitting is a union in itself"



**Hardware—
Self-Service Style**

(Continued from page 35)

on the part of the hardware merchant, Golliher finds.

The cashier is an important key to self-service operation, this company finds, for on her depends not only good will of the customer, but suggestive selling as well.

The woman cashier has a designated area of merchandise near the checkout counter and cash register, which are at the front of the store and are arranged in much the same manner as the check-out units in food stores, and she is responsible for the appearance of the area.

As she checks each item, she notes it and makes suggestions for companion items when practical. She is able to add something to the average sale in this way, particularly since many suggestive items are on display near the check-out counter.

There is space for two cash registers and counters during week-end rush periods.

The company advertises in co-operation with other merchants of the community center, and it distributes an occasional piece of direct mail itself. Distribution of this advertising is confined to the residential area normally served by the center.

The company does a modest amount of credit business, mainly to neighboring commercial accounts. It will accept individual credit accounts but does not solicit them.

It delivers merchandise, but this is not mentioned in advertising. Delivery is by use of a truck part-time or a car belonging to one of the owners.

"Neighbors of a community self-service hardware store are vitally significant," Golliher declares. "First, there should be no competing store in the center. Next, the more traffic next-door neighbors attract, the better for the hardware store."

This store has a women's dress shop on one side, a modern cafeteria on the other. The cafeteria is a real asset, particularly since the hardware store is well-lighted at night and the windows are without background so that anyone may see the entire interior.

The cafeteria is the reason why the hardware store remains open until eight o'clock at night. It capitalizes on the dinner trade of

the cafeteria, and it is considerable.

Monday is the best day of the week except Saturday, and Golliher believes this is because cafeteria customers on Sundays have leisure time after dining and shop the hardware windows, making mental notes for Monday purchases.

**Early Promotion
Moves More Heaters**

(Continued from page 36)

gas heaters for two or three months acts as a real traffic builder for the attractive and well-stocked heater department at the rear of the store. Here, a generous amount of space is devoted to showing gas heaters of all kinds. With each heater given its own spot on the floor, the prospect can examine the entire display and make a selection.

Although competition on gas heaters is unusually sharp in Hot Springs, this store gets a generous share of volume without ever cutting prices. One model on the floor is sold also by a large chain and mail order house with a retail store in the town, at a price two dollars under the Stearns price. Sometimes customers who look around before buying say that they have seen this heater at a lower price.

"Yes, our price is a little higher than the chain stores," the salesman says, "but we're selling you satisfactory heat, not just a heater. That means we guarantee our heaters against defective parts. We've been doing business here for 70 years, and our guarantee really protects the customer."

That guarantee and the wide assortment of gas heaters influence the sale. The customer is told that the store can sell him replacement radiators years hence.

No installation or repair service is offered. The customer is urged to have the heater installed himself.

"We feel that this is the most satisfactory way for us to sell heaters," Wright said. "We can recommend a good mechanic to install and repair the heater. And sometimes we aid the customer in installing it himself. We have the valves and connections he needs, and can recommend tools and give instruction. The job is very simple, and can be done with a few simple tools."

Profit more by selling four!
but feature

SPOT-CORD®



Here's the profit-plus way to faster sales — feature these famous Samson brands. SPOT-CORD — the finest, longest-lasting sash cord available at any price. AETNA — at its price, a top quality sash cord that means important extra sales resulting from dozens of other uses around the home. For clothes lines, plastic TITE-ROPE and, in another price range, braided cotton CROCUS.

So save time — save money — Feature these nationally advertised four and profit more with Samson!

AETNA — All-yarn, durable braided cord in sizes 6 to 16. Sizes 7 and 8 in eye-catching, break-away cartons.



TITE-ROPE — Sturdy wire line — smooth, non-cracking plastic cover — sizes 5/8 to 6 — twelve 50-foot hanks in sparkling red, white and blue carton.



CROCUS — Good quality — size 6, packed in orchid-and-yellow cartons. Two 50-foot connected hanks per carton.

People buy more sash cord made by

Samson CORDAGE WORKS
BOSTON 10, MASSACHUSETTS

than any other in the world!





NEW

for the
Hardware Dealer

SHOPMASTER

CAN NOW BE SOLD BY YOU ON THE

EASY **GECC** PLAN

GENERAL ELECTRIC
GECC
CREDIT CORPORATION

Complete
With
Motor



Sell This Shopmaster Basic Power Tool Workshop

INCLUDES
MOTOR

\$17⁵⁰ DOWN

and small
monthly
payments

Look at the features on this
Shopmaster Saw-Jointer Combination

- Ready to plug in and operate
- Comes complete with $\frac{1}{2}$ HP motor
- Big husky 8" tilting arbor saw with $2\frac{1}{2}$ " depth capacity, 13"x16" table size, mitre gauge and rip fence
- Rugged 4" jointer-planer with $\frac{3}{8}$ " cut, 4"x26" table and flexible guard
- All steel stand is 26" deep, $\frac{3}{4}$ " long and 36" high
- Handy switch is conveniently located in front
- Both tools have sealed-for-life ball bearings
- Saw-jointer combination, stand and motor sell for only \$174.50

Just plug it in
Flip the switch and operate

It's America's Greatest Power Tool Value

This Ad in Leading Handyman Publications
Will Be Paving the Way for Your Big Profits



A Handyman Payment Plan: POWER TOOLS

YOUR CUSTOMERS

NEED

PAY ONLY

10%

DOWN



Here's important news to every power tool dealer in the United States:

With installment-buying accepted as an American way of purchasing larger merchandise, Shopmaster now makes available to its dealers the time payment service of the General Electric Credit Corporation—one of the largest and most progressive financial institutions in the United States.

Here are the quick facts:

- Customers need pay only 10% down.
- Small monthly payments can be extended up to 18 months.
- Dealer gets payment for power tools within few days of purchase.
- Dealers need not extend credit, handle bookkeeping, send statements or worry about collections.
- Handy forms are furnished Shopmaster dealers by GECC.
- Customers send payments directly to GECC.
- GECC payment plan applies on all Shopmaster Power Tool purchases totalling \$150 or more.
- Local GECC office in 120 cities service local Shopmaster dealers.

**Send Coupon Today for
Handyman Payment Plan
Program for Your Store**

For full details on how you too can take advantage of this terrific new sales-building plan, send the coupon rush to Shopmaster. A representative will contact you with complete information.



**SET UP COMPLETE POWER
TOOL DEPARTMENT WITH NEW**

SHOPMASTER

Display in 3' x 5' Space

Now you can use a small corner or section of your store and add a power tool department. Each square foot brings \$30 in retail sales. Ruggedly constructed, yet light in weight.



SHOPMASTER

Room 82A, 1214 South Third Street
Minneapolis, Minnesota

- ☐ Please send full details on Shopmaster's new Handyman Payment Plan for my store.
- ☐ Please send details on Shopmaster display.

Name of Store _____

Address _____

City _____

State _____

**Snap
sparkle
sell**

in the new
**EAGLE
NIGHT
LATCH**



Put this brand new traffic builder on your counter and watch it pile up the sales! Extremely colorful, compact and attractive. Strictly a self-service, self-selling item. Designed to help you cash in on the home craftsman market. Sturdy package—easily set up on your counter. Really designed for the "all thumbs" customer. Includes template and instruction sheet.

EAGLE NO. 3500 BL . . . Rugged dependability characterizes this cast iron latch with top 5 pin tumbler security. Attractive BRASS LACQUER special heat treated finish provides long-wearing characteristics. Two brass, milled and embossed keys with each lock. APPLICATION—For doors 1 1/4" to 3" thick. Reversible for doors of either hand. Backset of lock-2 3/4".

ORDER TODAY from your jobber or write direct to



the **EAGLE LOCK COMPANY**

Subsidiary of Bowser, Inc.

TERRYVILLE, CONNECTICUT

"We like for the customer to do his own installing, for then, in the future, he can make adjustments as needed. The customer who understands a little about installing and caring for the unit he buys is usually a more satisfied customer than one who must call the store or a mechanic when some simple adjustment must be made."

He insisted that it is not necessary for a dealer to install the heaters he sells, provided the guarantee of satisfaction is offered.

Heater sales do not really get going until the first cold weather. Prospects sometimes look at the window display for a month, and even come in and talk about heaters, but hold off buying until the weather actually gets cold. Then the heaters move out very fast. Many who buy now have made up their minds about their selections from looking at the window often.

"We consider an attractive window, from August until cold weather, one of the most important elements in selling heaters," Wright stated. "We literally put the spotlight on heaters in this intensive three-months' drive for heater volume."

A spotlight in the window near the floor gives the heater display a semblance of action. Bringing out the glitter and sheen of the new appliances, the spotlight takes the place of an actual gas connection. Low spotlights beamed on the floor display are used frequently, calling attention to the heaters and helping the customer to see every detail.

Good signs also play an important part in heater promotion. One of the salesmen, C. W. Baker, is a skilled sign writer, who often makes his own posters to point up a heater display.

"For more profits in gas heaters, the promotion must start early and keep going until the peak buying season. Heaters are real traffic builders here. They pull people from the street into the store. And they keep doing it for that three-month period of intensive heater promotion."

The yearly gas heater promotion has won a reputation for this store of having one of the best selections of space heaters in the area.

During the promotion season, all kinds of gas heating appliances are featured in turn—space heaters, floor furnaces, and central

heating units.

From the little gas hot plates to the largest furnace, the owners believe in parading all the various units, together with accessories and replacement parts, during that long and profitable fall heater promotion.

He Has System for Placing Seasonal Orders

(Continued from page 38)

stock to be disposed of. This overstock is collected yearly, priced a few cents above wholesale cost and put on a special sale at a table where traffic is heavy. In this way old paint stock is completely cleared.

From January 2 through February 15 District Line Hardware Co. goes through its entire stock looking for dead items, discontinued patterns, lines that have changed. These are not advertised, but are placed on special sale and located where they will attract a customer's notice.

"Buy as close as you can and yet have a full stock. Don't be embarrassed to order 1/12 of a dozen from your supplier when you are uncertain of an item. There's no point in playing big and then getting stuck with left-overs," Wolf cautioned.

Effective Store Planning for Semi-Self Service

(Continued from page 40)

kept this little fact in mind, when designing my fixtures. For instance, my bolts and nuts wall cabinet is of the open-bin type and displays, within easy reach of customers, approximately 200 items."

Another nearby floor fixture displays approximately 135 different pipe fittings. Still another displays a hundred or more small farm hardware items. All these are located in the rear of the store as a means of drawing customers past other displays and to conserve time for floor salesmen, since the wrapping counter and cash register also are located here, Richmond explained.

"Nearly every customer who comes into a hardware store will buy at least one small item," he said. "And 50 percent of the men want nails."

In view of this, there was some deliberation as to the type and



**MOP UP
SALES
... SOAK UP
PROFITS!**

**WITH THE SELF-SELLER
THAT MADE HARDWARE
WEEK HISTORY!**

SUGGESTED RETAIL

Complete mop \$3.49

REFILLS

Head only 1.50

Handle only .75



150 CLEANSING FINGERS

Highly absorbent strands of amazing DuPont Sponge-Yarn, each with millions of tiny pores that soak up water . . . dry floors quicker . . . last longer.

COMPACT "SILENT SALESMAN"

FREE with every dozen. Sturdy Shipping Carton — 3-color Display attracts traffic and sales from three sides . . . yet occupies floor area only 9" x 18".



**PHONE YOUR
JOBBER FOR
FAST DELIVERY**

**NATIONALLY
ADVERTISED in the**

POST

OXCO
OX FIBRE BRUSH COMPANY, INC.
FREDERICK, MARYLAND

location of the nail bins, according to Richmond. "Finally, I decided on a type fixture for nails that would be placed at the extreme rear of the store and would serve also as my wrapping counter," he said.

Holding the cash register, scales and paper dispenser, this fixture is approximately five feet long, four feet high, and three feet wide with nail bins in the sides—both front and rear. With 18, one-keg capacity bins to each side, for a total of 36 bins, the fixture holds all the different sizes of nails for which a customer ever asks, Richmond pointed out.

"It has proved ideal," he said. "Not only from the viewpoint of drawing customers completely through the store, but in saving us time on this much-in-demand item."

Also, in line with his idea of drawing traffic through to the store's rear, and at the same time cutting service work, the household cleaning supplies—traffic items as far as women are concerned—are located in the broom and mop department, to the left of the wrapping counter. These items are displayed on six separate five-foot high by one-foot wide cases, which also slope outward at the base. Each fixture has five shelves and can be moved individually to any location in the store if desired.

Although the basic arrangement of displays is never changed, seasonal items often are switched to more advantageous positions, Richmond said. This usually involves only the two rows of four-foot high floor displays, he pointed out. Since they consist of three shelves, seasonal items may be switched from the bottom or second shelf to the top one, he explained.

Plaster Walls

Walls of the store are of plaster, painted white, and the floors are of dark tile. Ceiling fluorescent tubes in four continuous rows, with shorter lengths in the rear, running crosswise, light the store.

Utility fan belts, high on the rear wall, make an eye-catching black-against-white display, which sells many of these items, Richmond said. A display of bath cabinets with mirrors, centered in the right wall, balances the brightness of the aluminum ware, opposite, on the left wall.

All advertising for the store is done through the town's two weekly newspapers, Richmond said. An

ad a week is run, alternating between the two papers, he explained, and usually these are kept seasonal, with specific items stressed at all times.

While Richmond agrees that advertising has been a big help in drawing customers to his new store, he believes that his location, interior layout, and open displays have been of just as much value.

"Put Christmas toys on lay-away"

(Continued from page 42)

unique, and is one of the store's best selling points, the manager declares. All toys are assembled before delivery. Some are waxed, others receive paint touch-ups. When the toy to be assembled is bought, the customer is told:

"You won't have to sit up until two o'clock Christmas Eve night. We'll deliver your toys all ready to go. Just indicate what day you want them delivered."

The store has its own truck. On Christmas Eve another truck is hired to speed up those last-hour deliveries to parents who are playing Santa Claus to younger children. Often Gullett telephones the parents on Christmas Eve:

"We're getting ready to send out the toys. Better get the kids out of the way."

Breakage is an element that the store must contend with in toys on display, but even this has been solved satisfactorily. Usually only one of each item is displayed. Shop worn specimens are selected, when this is possible. If a child breaks a toy, the broken one is left on display for further man-handling by children.

"We don't caution youngsters to be careful, we just let 'em go. If they break something else, we don't complain. Just before Christmas we gather up the broken or shopworn toys, repair and paint them, and send them to local orphanages. Each Christmas we distribute two or three big boxes of toys that have been reconditioned."

Dolls, which suffer heavy damage unless given special care, are encased in cellophane and displayed by hanging from a line under the ceiling, high enough to be beyond the reach of childish fingers. The customer selects the doll by pointing. It is then removed from the line, and given to the customer to examine close up.

Cap pistols, holsters, and other

western gear also are hung from the overhead line, where they remain undamaged.

Although toys practically take over the front of the store from the middle of September until Christmas, only one toy table is kept intact throughout the year. Filled with items selling for less than \$5, this table sells a number of birthday gifts and gifts for special occasions.

Buying is done so carefully, with that reorder of popular items going out after the first month's test, that not many leftovers have to be carried until the next year. These leftovers are packed, labeled plainly, and stored in the warehouse in back of the store. Items are stored so that none would be unavailable if called for. Accordingly, sales are made throughout the year from the stored toys.

Catalog Used

Because the store caters to the area of the city in its own vicinity, newspaper advertising is not used. A Christmas catalog, supplied by the toy distributor, is the main advertising. This is mailed to a choice mailing list made up of past customers and good prospects. Some of them also are distributed door-to-door.

"We don't have to spend much for advertising," Gullett concluded. "Early promotion of lay-away and full displays in September help to add that extra \$8,000 in toy sales to our yearly volume."

HARDWARE BUSINESS TRENDS

(Continued from page 10)

above a year earlier. Expenditures during the first five months of this year totaled 15 percent higher than the corresponding period of 1954. Residential and commercial construction outlays accounted for most of the increase over last year with gains of 33 and 31 percent.

Private residential building activity increased about seasonally from April to May. In May the value of residential construction hit a new peak of 1.4 billion dollars for the month, 23 percent above a year ago.

Regional Sales Organization Plan Adopted by Proto Tools

CONSOLIDATION of 15 sales zones in the United States into seven regions has been announced by Marvin S. Bandoli, vice-president, sales, marketing and distribution of PROTO Tools, Los Angeles, Calif. Each region, encompassing a natural geographic and economic area, is headed by a regional sales manager, who directs field sales activities for PROTO Tools and subsidiary companies.

According to Bandoli, the new regional plan was adopted to improve salesmen indoctrination, field training and communications; to provide more effective launching and follow-through of tool merchandising plans, and to relieve salesmen of certain office duties, thus increasing their time for giving service to customers.

Following are the seven regions, their headquarters and their regional sales managers:

Western Region, Los Angeles—H. W. Oetjen, formerly PROTO sales manager.

Southwestern Region, Dallas—R. C. Rieke, formerly Zone 3 manager.

Southeastern Region, Atlanta—W. H. Rieke, formerly Zone 12 manager.

Northeastern Region, New York—S. W. Manning, formerly Zone 9 manager.

East Central Region, Pittsburgh—J. S. Schrenker, formerly Zone 8 manager.

North Central Region, Detroit—H. E. Kretchmer, formerly Zone 7 manager.

Midwest Region, Chicago—J. H. Perry, vice-president and sales manager of the P & C Division.

Fastest-Selling in the Store

THERE IS nothing spectacular about a display of electrical supplies and gadgets, and there is not too much even an expert display man can do with a bunch of sockets, three-way plugs and rolls of electrical wire. Nevertheless, a full table and half a table adjoining in an inconspicuous section of the Matthews Hardware Co., Pine Bluff, Arkansas, produces more business for the space devoted to it than any other line in the store, declares W. L. Matthews, Sr., founder of the company.

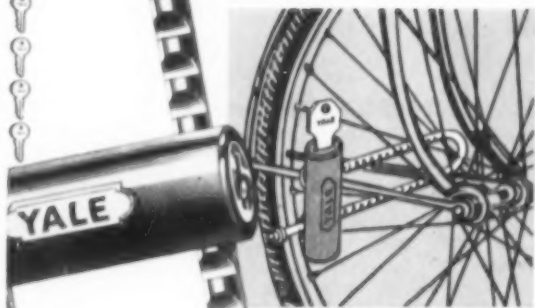
The table directly appeals to the home tinkerer and to the little backyard electrical contractor. There is everything on the table that either type of customer would want to perform any electrical repair or installation in the home; and it all is displayed and priced on the table, so that the customer may wait on himself and browse as long as he wishes.

"The display appeals to the little contractor," Matthews says, "because he hasn't the capital to buy a lot of supplies, such as he is required to buy if he deals with an electrical wholesaler. He comes in here and buys just what he needs for the specific little job he is about to work on. He knows exactly what he needs and he buys that and is required to purchase nothing more. He doesn't have to buy a whole roll of wire, for example, when he needs perhaps only 10 or 15 feet on the little job he has in mind. He appreciates that."

Matthews says the stock turns over on the electrical supplies.

(Continued on page 73)

YALE ZIPLOCK



ADJUSTABLE YALE
ONE-PIECE ZIPLOCK



YALE HAS THE PRODUCTS AND THE DISPLAYS THAT SELL THEM FAST!



HC-17
YALE 222
FEATURES 4 ZIPLOCKS



YALE NO. 515
COMBINATION PADLOCKS HC-19

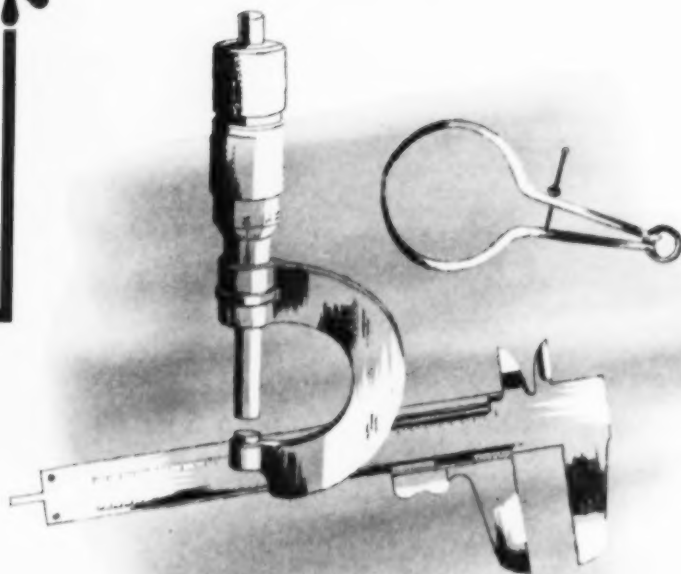


FREE! SEND NOW!

Write for valuable booklet,
"The Key to Selecting Padlocks"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.

YALE REG. U. S. PAT. OFF.

YALE & TOWNE



THE BEST MACHINE SCREW HAS A *Southern* ACCENT... ON PRECISION

Southern makes Machine Screws to the rigid specifications which assure smoothest fit and tightest grip.

The test of a product can depend on the quality and strength of the Machine Screw used—be certain with Southern.

Slotted Steel in round and flat head styles from 2-56 x 1/8 through 3/4-16 x 3 — bulk and packaged. Oval, pan, binding, truss and hex head styles, and other special Machine Screws available in bulk.

For samples, stock list, color label chart, package stock guide, bulk stock list write Box 1360-S

WOOD SCREWS
MACHINE SCREWS
A & B TAPPING SCREWS
STOVE BOLTS
ROLL THREAD
CARRIAGE BOLTS

In Bulk Only: Dowel
Screws, Hanger Bolts



SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS

WAREHOUSES:

NEW YORK

CHICAGO

LOS ANGELES

DALLAS

HARDWARE DEALER SALES AIDS

For more information on these sales aids
use the return post card at bottom of page

Housewares Merchandiser

A new housewares merchandising fixture, featuring three tiered shelves, is announced by The Wooster Rubber Co., Wooster, Ohio, manufacturer of the Rubbermaid housewares line. The new fixture, which sells for \$15 and ships at 62 lbs., is said to turn 2½' x 4' of counter or table space into 30 square feet of display space.



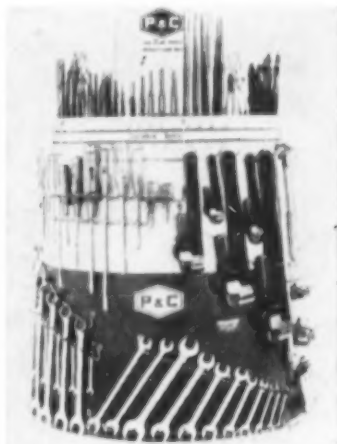
The fixture has an oatmeal finish and black iron legs. Descriptive material shows it may be used either flat or endwise against a wall, on a center island, in a window, and used end to end in larger displays of Rubbermaid merchandise. A free-swiveling headboard provides brand identification. For more information—

Circle No. 351 on coupon, pg. 58

Revised Tool Display

P & C Hand Forged Tool Co., Portland 22, Ore., announces the Revised R-150 Self-Selling Tool Merchandiser which offers five new selling features as improvements over the original P & C R-150.

According to the manufacturer, the improvements are: The Revised R-150 takes much less space — only 28", yet it displays one or two each of 156 hand tools. A special ball bearing turning feature allows fingertip customer shopping. Tools are arranged differently for greater appeal and so that they cannot fall off the racks. Pliers display space has been improved. The new unit is available three ways — for counters near high traffic locations such as



cash registers, with floor stand, and for alcove installation. The unit is 38½ inches high.

Other features on the Revised R-150 include: every tool priced, numbered and shadow marked; P & C colors of blue, yellow and white; and flashing beacon to draw customers. For more information—

Circle No. 352 on coupon, pg. 58

Tape Rule Display Cards

Keuffel & Esser Co., Hoboken, N. J., announces a new individual display card devised for its Handy



Wyteface and Mighty Handy Wyteface steel tape rules. The cards contain the encased tapes in a transparent acetate "blister" that has a precut slot through which the blade can be pulled out for examination without removing the tape or damaging the card.

The cards, printed in two colors, measure 4¾ x 6 inches and are designed to fit the average counter tray or to hang on a display rack. For more information—

Circle No. 353 on coupon, pg. 58

Glue Display

A special 1955 display offer carton with a 4-color counter display card is announced by Rogers Isinglass & Glue Co., Gloucester, Mass., to provide a compact self-server for Rogers Glue. The carton includes six gills, four ½-pints, two pints and an extra two gills free, as a retailer bonus. This assortment retails for \$10.40.

Other sales-promotional helps in-

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.



clude the "Rogers Book of Woodworking Shop Notes" and Rogers Project Sheets with instructions for making various articles of furniture and toys. These are available to hardware retailers free of charge for free distribution to customers. For more information—

Circle No. 354 on coupon below

PRINTED HELPS and other sales aids

Sunset Line & Twine Co., Florence, Ala., which is now putting out 50 ft. coils of 100 lb. test braided nylon duck decoy cord individually packed in cellophane bags to sell at 95 cents, offers a free counter display rack with three dozen bags. The rack features the fact that nylon decoy cord is durable and strong, won't untwist or rot, and will last up to five years. For more information—

Circle No. 355 on coupon below

Lombard, 8 Main St., Ashland, Mass., in launching a chain saw sales promotion, is providing dealers with special promotional material featuring an "archeress" and the slogan "Lombard Hits the Bullseye." The complete Lombard line of chain saws is displayed in specially printed broadsides. Bright banners have been designed to set off displays in either

the dealer's window or at a booth at a state, county or local fair. A new Dealer Newsmat series and envelope stuffers for dealer use are also available. For more information—

Circle No. 356 on coupon below

Reo Division, Motor Wheel Corp., Lansing 3, Mich., supplies its dealers with 4-color envelope stuffers, wall posters and ad mats at factory cost. Indoor sales and service signs, designed to stamp the store's name and its Reo dealership upon the mind of the public, may be obtained for \$9.90 each. For more information—

Circle No. 357 on coupon below

Revere Copper and Brass, Inc., Box 111, Rome, N. Y., has available a wide assortment of dealer sales aids. These include a large plaque of the Revere trademark and envelope stuffers. An advertising mat service is available, plus a cooperative advertising program. For more information—

Circle No. 358 on coupon below

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 359 on coupon below

The Henry L. Hanson Co., Worcester, Mass., has introduced a new Self-Seller Drill Display. This display requires 14 inches of counter space. It has a clear cover that highlights the High Speed Steel Jobbers Length Drills which are held in supporting holes that serve as a drill gauge, with

the size and price legibly marked for every size. The quantities are varied according to demand.

A unique feature of the cabinet, according to the company, is the storage rack for extra stocks which has 29 compartments to hold a standard package of each size drill displayed. The hinged cover on the display opens from the front, making the storage rack easily accessible and removable.

The company has compiled an information chart which is available. This complete information is included in one chart — drill size, decimal equivalent, tap drill for 75% thread, clearance drill for tap, wood screen pilot for both soft and hard wood, and wood screw body. For more information—

Circle No. 360 on coupon below

Camillus Cutlery Co., Camillus, N. Y., is offering two new sales aids to dealers free of charge.

A die-cut pennant, 11" wide x 21" deep in red and black printed both sides, is now available for in-store display or use in windows. Pennant shows a cartoon illustration of the Camillus Indian holding up a giant number 21 pocket knife. Copy reads: "Camillus . . . him heap good knife."

A 16-page informative folder entitled "Know the PRODUCT . . . better the PROFIT!" is now available giving a complete story on pocket knives in general and Camillus knives specifically. This folder contains details on the edge, the construction, the finish and the durability of Camillus knives. In addition to this specific information many suggestions for increasing cutlery sales are included. Folders and pennants may be obtained through Camillus distributors. For more information—

Circle No. 361 on coupon below

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute twine, and Christmas twine. For more information—

Circle No. 362 on coupon below

The Dicks-Pontius Co., Dayton 2, Ohio, has simplified dealers' requests

8/55

Please send me more information on the sales aids circled below:

351 355 359 363 367 371 375 379 383 387 391 395
352 356 360 364 368 372 376 380 384 388 392 396
353 357 361 365 369 373 377 381 385 389 393
354 358 362 366 370 374 378 382 386 390 394

Please send me more information on the new products circled below:

60 61 62 63 64 65 66 67

My Name Position

Company Name

Street

City Zone State

HARDWARE AMERICANA

Log Cabin

TIMBER, TOOLS AND TOIL

Hardwood + Hard Work + Hardware = Housing. Thus was America settled. With adze, ax, hatchet, wedge, the pioneer felled trees, notched logs to provide his family with safe, snug shelter. With hardware, he built America.

With hardware, America continues to build. And the hardware industry's mirror of progress is the NATIONAL HARDWARE SHOW where 1200 manufacturers unveil everything new and improved—products, policies, plans. Join the more than 40,000 buyers who will attend. Fill out and return the registration coupon today. Your admission badge, which will admit you without further registration, will be mailed to you.



October 17-18-19-20-21 • Navy Pier, Chicago



NATIONAL HARDWARE SHOW

331 MADISON AVE., NEW YORK 17,
MURRAY HILL 2-4802

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to make hotel reservations for you. (Please Print).

NAME	TITLE
FIRM	
STREET	
CITY	STATE
TYPE OF BUSINESS	

Please check below the classification of your business

<input type="checkbox"/> Wholesaler	<input type="checkbox"/> Retailer	<input type="checkbox"/> Dept. & Chain Store Buyer
<input type="checkbox"/> Importer-Exporter	<input type="checkbox"/> Mfrs' Agent	<input type="checkbox"/> Manufacturer
<input type="checkbox"/> Other		

Please send us your hotel reservation blank.
Minors under 18 yrs. of age will not be admitted under any circumstances.

IT'S TERRIFIC!
NEW SELF-SERVICE CARTON
SELLS WEATHERSTRIPPING
LIKE HOTCAKES!

"Do It Yourself" WEATHERSTRIPPING

Silent-salesman display carton holds twelve 17-foot coils (1 1/8-in. wide) Guardsman Rust-Proof Bronze Weatherstripping; corrugated, punched and complete with coppered nails. Instructions for installing with each coil.

NATIONAL GUARD PRODUCTS, INC. —
HEADQUARTERS FOR A COMPLETE LINE OF METAL WEATHERSTRIPPING

JACK FROST WEATHER STRIP
FOR WINDOWS AND DOORS!

Low-cost, efficient!
 Rust-proof white
 metal fastened to
 moth-proof black
 felt. Pre-punched
 complete with nails.
 18-ft. coils.

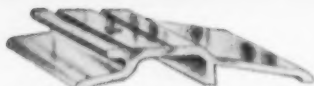


GUARDSMAN
PACKAGED UNITS

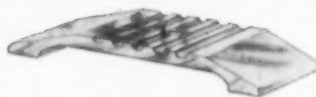


No. 336
 Door Set.
 (for 3'x7' door) Consists of all
 necessary component parts in
 one package, ready for easy
 installation, with complete
 instructions.

EXTRUDED ALUMINUM THRESHOLDS



No. 435, Interlocking.
 3 1/2" wide x 9/16" high.
 Concealed hook included.



No. 424, Saddle Type.
 4" wide x 1/2" high.

All National Guard thresholds are highly polished, drilled and countersunk. Individually wrapped with necessary screws in neat package.

ORDER GUARDSMAN WEATHERSTRIPPING FROM YOUR JOBBER OR WRITE
NATIONAL GUARD PRODUCTS, INC., Memphis, Tenn.

for illustrations to be used in ads by offering a mat proof sheet showing all the product illustrations available in mat form. Dealers may request the mats by the key number which appears below them on the proof sheet. Further sales aids include counter displays. The White Wonder Sealing Compound appears in a red and white carton with a die cut pop-up lid. The poster-like lid tells the use of the compound; complete package holds 12 tubes. A red and yellow counter display carton holds 19 of the do-it-yourself caulking compound tubes. The lid illustrates typical places which may be caulked with the compound. For more information—

Circle No. 363 on coupon, pg. 58

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. 364 on coupon, pg. 58

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display # D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 365 on coupon, pg. 58

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Handbook for 1955" covers all of the sales promotion material available to Scott-Atwater dealers in 1955. This material includes free mats and ad builders; a giant window streamer which features the line up of 1955 Bail-a-matic models; handout stuffers; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—

Circle No. 366 on coupon, pg. 58

When ***you*** keep in-stock
on R-W door hardware
...WATCH SALES SOAR!



No question about it... you can't sell what you don't have. But with a Richards-Wilcox catalog at hand—you possess a comprehensive, ready reference to help you keep in-stock on the fastest selling door hardware items in the R-W line.

Not only does this compact catalog contain all the necessary

technical information—it also includes *features, prices, sizes* to help you give concrete answers to customers' "most asked" questions.

Help yourself to a bigger share of door hardware sales! Write *now* for your free, illustrated R-W Door Hardware Catalog A-91-LP.

Send For
Your
FREE
CATALOG
A-91-LP
TODAY!

NAIL DOWN SURE SALES WITH THE R-W HARDWARE LINE

Garage door hardware • Garage, factory and warehouse hinges • Door latches and bow handles • Door binders & stay rollers
Studding sockets • Silver Streak house door hangers • Trolley track door hangers • Barn Door hangers • Hardware sets for single and double straight sliding doors • R-W Aut-O-Dor electric operators for residential & industrial doors • R-W fire doors

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
Branches in Principal Cities

336 W. THIRD STREET, AURORA, ILLINOIS •

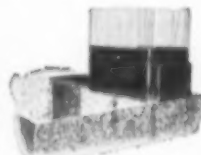
SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT • INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS

SOUTHERN HARDWARE for AUGUST, 1955



R-W No. 999
Overhead Garage Door Hardware

is a top quality set constructed of premium materials, including all accessories. You can sell this set with the assurance of complete customer satisfaction.



R-W No. 262
Steel Studding Sockets

are the modern way to secure studding in farm, garage, and other structures built over concrete floors or foundations. Stops split or shrunken sills; helps buildings stay stronger years longer.



R-W No. 1019
Silver Streak House Door Hangers

are all-steel, single-wheel, precision ball bearing adjustable hangers for sliding closet or cabinet doors weighing up to 100 lbs. The finest vanishing door hardware available... the standard of quality instead of price.



R-W No. 20-2
Trolley Track Door Hangers

give efficient, dependable action on sliding doors weighing up to 300 lbs. Hangers adjust vertically or laterally for perfect installation on barn, garage or warehouse doors up to 2 1/4" thick.



R-W
Aut-O-Dor

Electric Operators for Residential and Industrial Doors have attained universal acceptance because of their adaptability, dependability, durability. Savings on heat, conditioned air and labor soon pay for the initial investment.



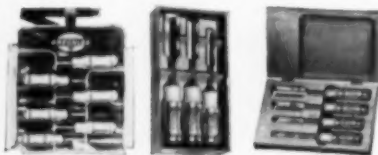


**Now with
metal cap**

the new, improved
Greenlee No. 407
tang butt chisel

**extra durability,
extra quality
for extra sales**

An extra-fine new GREENLEE Chisel with the added feature of a *solid metal cap on the handle*. Here's a chisel that can really take it and stand up under the toughest hammering. Combines the good looks and comfort of a Tenite plastic handle (safe from flash fire) with the ruggedness of metal. The GREENLEE No. 407 is lightweight, well balanced, and has a thin, bevel-edged blade of high-carbon steel. It is carefully heat-treated from cutting edge to plastic handle. Available in nine sizes from $\frac{1}{4}$ " through 2". Stocked by leading wholesalers . . . see yours, or write Greenlee Tool Co. for complete details.



SALES MAKING SET PACKAGING

Sell more chisels by displaying GREENLEE No. 407 in attractive sets as shown above. Left to right: Set of six chisels in attractive plastic roll; Set of three in metal-edge fiberboard box; Set of four in handsome hardwood case. Stock these sets now for extra sales.

GREENLEE TOOL CO.

1828 Herbert Avenue, Rockford, Illinois



Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 367 on coupon, pg. 58

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-yourself trade, has available for dealers four different envelope stuffers, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. 368 on coupon, pg. 58

National Lock Co., Rockford, Ill., will supply single and double column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan, introduced as a sales aid, features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. 369 on coupon, pg. 58

The Wood Shovel and Tool Co. of Piqua, Ohio, makers of shovels, spades, scoops, wheelbarrows, post hole diggers and augers, offers to dealers a complete Tru Blu ad mat service. No charge is made for the mats when inquiries are on the dealer's or wholesaler's letterhead. For more information—

Circle No. 370 on coupon, pg. 58

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen in-

Now available to you

NEW, Free Merchandiser



- ▶ to display your USS CREOSOTE literature
- ▶ to remind your customers that you are Headquarters for Pressure-Creosoted Wood

This attractive display, just made available by United States Steel, is an eye-catching merchandiser that will remind your customers that you sell pressure-creosoted wood. It also holds a supply of give-away folders, designed to tell farmers and ranchers how, where and why to use pressure-creosoted wood.

Free folders available with displayer

- **FENCE PLANNING SAVES . . .** explains in detail how a farmer or rancher should plan his entire fence layout to get the best advantage from every field and pasture. It also illustrates how pressure-creosoted posts save money.
- **FENCES THAT PAY . . .** gives clear, concise steps on how to erect a good, long-wearing fence. The number of posts, the depth of post holes, the kind of wire and the size of gates are only a few of the points illustrated.
- **BUILD AND SAVE . . .** is another free United States Steel folder. Many steps vital to the construction of good pole-frame buildings are described in it, along with the advantages of using pressure-creosoted wood.

The merchandiser and folders are distributed by treaters who supply farm lumber pressure-creosoted with USS Creosote. Send in the coupon and it will be forwarded to your nearest treater using USS Creosote.

Agricultural Extension Section
United States Steel Corporation
Room 4784, 525 William Penn Place
Pittsburgh 30, Pa.

Please have the nearest treater using USS Creosote send me a free merchandiser, and a supply of give-away folders.

Name

Address

Town State

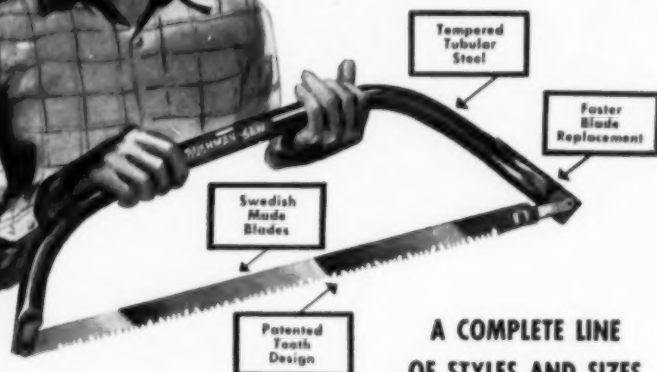
UNITED STATES STEEL

Sell the Saw that Gives the Service

GENSCO BUSHMAN BOW SAWS



- ★ RUGGED CONSTRUCTION
- ★ FASTER, EASIER CUTTING
- ★ LONG, SERVICE-FREE LIFE

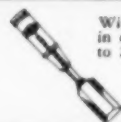


A COMPLETE LINE OF STYLES AND SIZES

No wonder Gensco Bushman has become America's favorite bow saw. From the home owners all over America to the pulpwood cutting crews both south and north, there's the right saw for every use. Sell the saw that gives the service . . . and you sell more saws.

OTHER GENSCO PRODUCTS:

SWEDISH WOOD CHISELS



With Tenite II handles in eleven sizes from 1/4" to 2".

BUILDERS' HARDWARE

A complete line of butts, straps, T's, haaps, bolts, corner irons and shelf brackets.



WOOD SCREWS



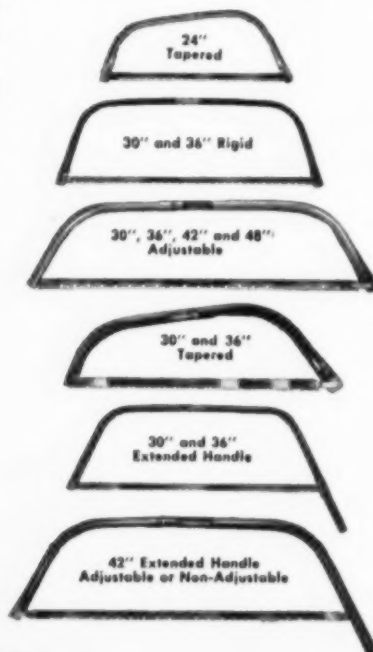
Flat, round and oval head styles in steel, brass and nickel plate.

SEE YOUR JOBBER



WRITE FOR PRICES

GENSCO TOOLS
A DIVISION OF
GENERAL STEEL WAREHOUSE CO., INC.
1806 NORTH KOSTNER AVENUE, CHICAGO 39, ILLINOIS



dividual boxes of a size—the individual boxes being packed one dozen to a counter display. For more information—

Circle No. 371 on coupon, pg. 58

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase of the merchandise. Both are packed in one carton. For more information—

Circle No. 372 on coupon, pg. 58

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. 373 on coupon, pg. 58

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 374 on coupon, pg. 58

The Patterson-Sargent Co., 1325 E. 38th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 375 on coupon, pg. 58

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 376 on coupon, pg. 58

Get more "Jack" in your cash box

by attending the **3RD**

Annual Houston
Gifts & Housewares

Show for 1955!

August 21-22-23

200 booths

in the AIR-CONDITIONED

Coliseum



**Bigger and Better Than Ever
Attendance Prizes!**

**More Space — More Exhibits!
Large-scale Entertainment**

Plan NOW to attend!

Houston
**GIFT AND HOUSEWARES
SHOW
OF TEXAS**

FOR HOTEL RESERVATIONS OR INFORMATION:

P. O. BOX 2586

HOUSTON 1, TEXAS

Who buys fishing lines



in a hardware store?

- ✓ Bait Casters
- ✓ Fly Casters
- ✓ Trollers
- ✓ Surf Casters
- ✓ Spin Fishermen
- ... and many others!

You can sell every type of fisherman when you feature SUNSET fishing lines. SUNSET has a line for every fishing purpose. The SUNSET brand has been widely advertised for over 20 years and is well known and respected by fishermen. Sell SUNSET — it's easier!



FLEXON Softest, slickest, strongest monofilament, made by German process — holds knots, handles like magic.



CASTMASTER Finest siliconized nylon casting line; perfectly balanced to absorb shock, set hook, hang on.



FLOATER Non-sinkable fly line with unexcelled casting qualities for dry fly, bass bug and all top water fly fishing. Smooth, pliable plasti-seal finish never becomes tacky.



SURF KING Line of the champions for salt water squidding, fresh water trolling. New small diameter, siliconize finish.

Write for full color catalog of Sunset Lines and dealer selling aids, giving name of your jobber. Sunset Line & Twine Co., 1107 Jefferson St., Petaluma, California.

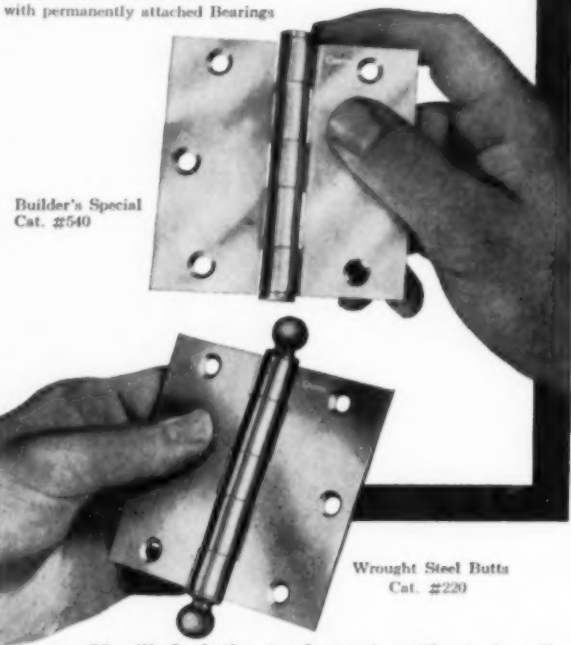
sunset fishing lines
PETALUMA, CALIFORNIA FLORENCE, ALABAMA

"A Good Line to Handle"

GRIFFIN HINGES



Cat. #BB177
Template Butts, Ball Tips
with permanently attached Bearings



Builder's Special
Cat. #540

Wrought Steel Butts
Cat. #220

You'll find the trade saying "Let's handle Griffin Hardware because Griffin gives good service, they back up their products, they never cut their quality . . . and most important the customers like the products."

Display them and you'll sell them—Griffin Hinges . . . order by the carton . . . in any selections your customers want.

NEW VISIPAKS—Order by the carton of individual carded items.



GRIFFIN

"since 1899"

MANUFACTURING CO. ERIE, PA.

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 377 on coupon, pg. 58

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. For more information—

Circle No. 378 on coupon, pg. 58

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising the Fittler line of rope. A cardboard counter display contains 100 ft. connected coils of manila or sisal rope in sizes ¼", 5/16", ¾" and 1½". A lightweight Octagonal Box rope rack requires only 20" by 30" of space to display and dispense four sizes of rope. The rack is designed to display Fittler Octagonal boxes. Also available is the company's rope merchandiser which displays, measures and cuts rope to desired length. This display holds seven sizes of rope. A small charge is made for the rope rack and the rope merchandiser. In addition the company furnishes dealers with a two-color sign for counter or wall use. For more information—

Circle No. 379 on coupon, pg. 58

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Posters for windows and window displays, and folders for counter giveaways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 380 on coupon, pg. 58

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a com-



The right seine twine for your needs can be found in the complete line of twines made by The Linen Thread Co., Inc.

There's GOLD MEDAL COTTON SEINE TWINE, long a favorite, still the old reliable, bought by the majority of fishermen.

GOLD MEDAL NYLON FILAMENT SEINE TWINE, long-lasting and rot-resistant, is winning new friends every day.

NYAK SEINE TWINE, a blend of synthetic fibers, is a truly dependable twine for many purposes. It's economical too!

Take your pick. You can be sure you are getting the best.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St., New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 4, Cal.

'CONTROLLED DISTRIBUTION'

3



Reasons
why

MALL

Dealerships
are
Profitable

1. Full Discount on All Items
2. Full Profit on Every Sale
3. Protection from Price Cutters

MALL is the Factory-to-Dealer power tool manufacturer, who gives you "Controlled Distribution". You do not deal with wholesalers—you get the Full Discount on all items...you make Full Profit on every MALL Tool that you sell. And you get Protection from Price Cutters.

Here are More Reasons Why Your Profits Will Grow with A MALL Dealership

- MALL TOOLS are tailored to the job. MALL Dealers can supply every customer with the exact tool he needs.
- MALL is the quality line that gives quality performance...and quality performance means repeat business from satisfied customers.
- MALL TOOLS are nationally advertised—the name MALL is recognized everywhere.
- MALL Dealers are backed by outstanding factory service. MALL maintains service warehouses from coast to coast.

Phone or write our Chicago office or the MALL service warehouse nearest you. Learn how you can make profits with a MALL Dealership.

MALL TOOL CO. PORTABLE POWER TOOLS
Gasoline • Electric • Air
7714 S. Chicago Ave., Chicago 19, Illinois

Gentlemen: How can I become an authorized MALL Dealer?

Name _____

Company _____

Address _____

HT-141

plete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 381 on coupon, pg. 58

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 382 on coupon, pg. 58

Libbey - Owens - Ford Glass Co., Wayne Building, Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. A recent promotional aid is a dispenser rack for sales of short lengths of fiber glass insulation to "do-it-yourself" customers. The rack holds a 24-inch wide, 100-foot roll of one-inch superfine and occupies an area 27" square. Dispenser is 63" high. For more information—

Circle No. 383 on coupon, pg. 58

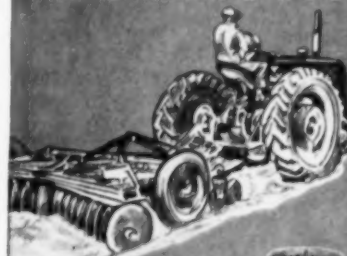
Aladdin Laboratories, Inc., 419 South 6th St., Minneapolis 15, Minn., encloses a dealer merchandising kit in each box of six JON-E hand warmers. Included is a cardboard counter display, a special green and red sleeve to be used on individual cartons, an envelope stuffer, and three-color window streamers. Material is available without charge in any quantity. For more information—

Circle No. 384 on coupon, pg. 58

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and

CLARK
QUALITY INDUSTRIAL FASTENERS SINCE 1874

**PLOW and
TRACTOR DRAWN
IMPLEMENT
BOLTS...**



Built stronger and
tougher in order to
help your equip-
ment withstand
abuse.



Specify
CLARK
For

**BOLTS • NUTS
RIVETS
SCREWS**

with over 100
years of Dependability,
Quality and Leadership.

**THEY FASTEN FAST
AND LAST LONGER**

FOR GREATER SECURITY
... FASTEN FAST WITH
CLARK FASTENERS.



For further information,
write 130 Canal Street

CLARK BROS BOLT CO.
MILDALE, CONN.



**NOW he carries for PROFITS
the same footballs he
once carried for TD's!
...Draper-Maynard Footballs**



He was quite a ball carrier in those good old school days. And today, like thousands of profit-wise dealers, he's still carrying the same D&M Footballs—and other D&M equipment for profits!

Draper-Maynard gives you modern, top quality, profitable equipment to sell in every price range. That's the big secret to D&M's continued success in hardware stores for more than a century—and that's the big reason it's right for *your* store. Chances are *you* played with D&M equipment when you were a kid, too. Renew the acquaintance. Line up with ever-popular D&M Football Equipment for extra profits!



See the D&M catalogs.
Ask your wholesaler or write direct.

Draper-Maynard
Sports Equipment
Cincinnati 32, Ohio

SOUTHERN HARDWARE for AUGUST, 1955

Ask The Man Who Uses One!

**HUNTERS
GET THEIR
LIMIT**

WITH
NEW

OLT'S

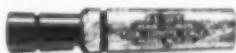


**GAME-BIRD
CALLS**

Throughout the nation, famous, nationally advertised OLT'S calls are the popular choice of novice and expert alike. Your customers are sure to get their limit on their next hunting trip when they bring 'em in range with an OLT!



A-50 Canadian Honker Call \$7.50
Standard \$5.00 DELUXE \$6.50



T-20 Fox-Coyote Call \$2.50



R-25 Perfect Deer Call \$2.50



L-22 Regular Goose Call \$2.50



M-27 Perfect Goose Call \$3.00

**AMERICA'S MOST COMPLETE LINE
OF HARD RUBBER CALLS!**



D-2 Regular Duck Call \$2.50



E-1 Regular Crow Call \$2.50



V-16 Crow Call \$1.50



J-15 Duck Call \$1.50

S-8 Perfect Squirrel Call \$3.50

K-11 Big Water Duck Call \$3.50

A-5 Perfect Goose Call \$4.00

B-4 Adj. Game Bird Call \$4.00

C-3 Perfect Mallard Call \$4.00

F-4 Two-Tone Turkey Call \$2.50

P-17 Regular Squirrel Call \$2.50

M-9 Perfect Crow Call \$3.50

W-12 Pintail Widgeon Call \$2.50

G-7 Regular Hawk Call \$2.50

Every half-dozen OLT calls come individually boxed in an attractive display package!

PLUS

**THESE POPULAR OLT'S
EXTRAS!
6 INSTRUCTION
RECORDS ON**



The Duck, Goose, Fox-Coyote, Crow and Squirrel Calling at \$2.00 to \$2.50 Per Record.

Also OLT'S H-10 Hunting Handbook \$3.00

NEW OLT'S DUCK DECOY ANCHOR CORD

- Cotton braided for strength
- Tar treated for longer life
- 84 foot loop retails for \$.95

The new OLT sales-makers are packaged twelve loops to each colorful display carton.

Stock Up Today on Popular OLT'S Calls! Nationally Distributed Through Jobbers!

PHILIP S. OLT Co.

OLT'S

Dept. S-8

Peoria, Illinois

FOR A LONGER PROFIT PER SALE

*Show 'Em Quality
Sell 'Em Quality*

with this New **CHAN NEL LOCK**
slip-joint plier counter display



This compact, easy-to-set-up display package will help you upgrade your plier sales...and your plier profits, as well. And the display costs you nothing.

EACH COUNTER DISPLAY PACKAGE CONTAINS

Four 6", three 8" and two 10" pliers. Each plier boxed individually.

Total Retail Value . . . \$20.42 *
Dealer Cost 13.62
Dealer Profit 6.80

*Slightly higher in west

Channellock pliers are nationally advertised...nationally preferred.



SEND FOR OUR CATALOG

CHAMPION DEARMENT TOOL CO.
MEADVILLE, PENNSYLVANIA



shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 385 on coupon, pg. 58

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 386 on coupon, pg. 58

The Irwin Auger Bit Co. of Wilmington, Ohio, offers to its dealers a free metal display with the Speedbor "88" Assortment No. 8830 which includes 30 wood bits. The display requires 5½" of space and holds the entire 30 bit assortment. Bit sizes and retail price are shown prominently. The Sell-O-Bit metal display is offered for a 13-bit assortment of wood-boring tools. This requires only a small amount of space, holds the bits in patented spring-type clips, and shows hole sizes for each bit. Other aids available include a booklet on the selection, use and care of bits and a number of envelope stuffers. For more information—

Circle No. 387 on coupon, pg. 58

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1955 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of charge or at cost. For more information—

Circle No. 389 on coupon, pg. 58

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser

A Progressive Magazine for Progressive Hardware Men...

If you are not now a subscriber, or if your subscription is due for renewal, send in your order today—1 year \$1.00, 3 years \$2.00.



SOUTHERN HARDWARE



806 Peachtree St., N. E.
Atlanta 3, Ga.

which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. 390 on coupon, pg. 58

John Sunshine Chemical Co., Inc., 600-602-604 W. Lake St., Chicago 6, Ill., includes a large, two-color window streamer in every carton of one dozen cans of Cannibal Drain Pipe Cleaner. Newspaper mats on all products are available. For more information—

Circle No. 391 on coupon, pg. 58

The Shakespeare Co., Kalamazoo, Mich., is now providing, upon request, a tie-in news mat service for tackle dealers. The product ads in the mat service are miniature versions of larger national ads on brand name tackle items currently being featured in 1955 Shakespeare national advertising. Copy ideas and advertising art used in the national program have

been adapted to these 1-column, 3- to 4-inch ad miniatures which can be used alone (with dealer store identification) or grouped with other items featured in the regular block-type newspaper store advertisement. The 3-page set of tie-in news mats is being offered without charge. For more information—

Circle No. 392 on coupon, pg. 58

C. M. Whitney Co., West Springfield, Mass., announces a new free display of nameplates and desk signs for home or business use. This display features the most popular sizes in black and walnut surface Bakelite with lifetime white core. Sizes range from $\frac{3}{4}$ " x $2\frac{1}{2}$ " retailing for \$1.00 up to 4" x 16" at \$9.60. Special colors and sizes are available. Whitney desk signs are illustrated on the display. These are available in several sizes with transparent plexiglas bases. New glow-in-the-dark plexiglas nameplates also are introduced on this display. Letters are reverse engraved into back and filled with phosphorescent pigment. Face of nameplate remains smooth. For more information—

Circle No. 393 on coupon, pg. 58

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up Time" program kits to aid dealers in their garden tool promotion. Various four-color

store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 394 on coupon, pg. 58

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 395 on coupon, pg. 58

Crescent Tool Co., Jamestown, N. Y., has available for dealers floor and counter display stands to accommodate panels containing different assortments of tools. Two stands are built to accommodate six 12" x 24" panels of which the company has 11, each with a different arrangement of tools. One stand will accommodate any four of these same panels. A similar stand will accommodate six 24" x 24" panels. The company has nine of these and the dealer may select any six. In addition to the stands, the panel displays may be used individually, in pairs, on walls, or as a window display. For more information—

Circle No. 396 on coupon, pg. 58

Strataflo
CHECK VALVES
ALL POSITION
Flexible
METAL POPPET



Patented, flexible Monel Metal Poppet can't leak... can't stick. Sensitive in operation. For cold or hot water or steam. 200 lbs. pressure. One-piece brass shell. Seven sizes.

Write today for Bulletin 201.

Order from
your Jabber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

WRIGHT



GALVANIZED WIRE STRAND... Guy wire for television antennas, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

Southern Representatives:
D. C. HORNIBROOK **LAWRENCE J. BALDWIN & SON**
E. L. HORNIBROOK 304 Carondelet Bldg.
Box 176, Avondale Estates, Ga. New Orleans 12, La.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

**UP Sales and Profits
in Tinware with
nationally advertised
MOULI LINE**

**NEW! KING SIZE
SALAD MAKER**

SLICES • CHOPS • SHREDS • GRATES



MOULI
MANUFACTURING CORPORATION
91 BROADWAY JERSEY CITY 6, N. J.



**GIVE YOUR CUSTOMERS WHAT THEY ASK
FOR — IT'S BAD BUSINESS TO SUBSTITUTE**

Name brands mean satisfaction to your customers, and money to you. Let your customers know they can get from *you* the brands they know and want. Why be content — or expect them to be content — with anything less?

The prestige and reputation of these makers' brands guarantee high standards of quality.

**Brand Names
Foundation**

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.



FITLER

**A ROPE
FOR EVERY NEED**

"WATERPROOFED" and "ROT PROOFED"
Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

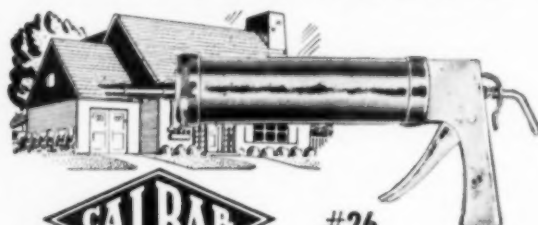
For your protection when buying rope look for the Blue and Yellow Registered Trade Mark on all Fitler Brand Pure Manila Rope.



THE EDWIN H. FITLER CO.

EST. 1804
New Orleans 17, La. Philadelphia 24, Pa.
SOLD BY DEALERS EVERYWHERE

**the HIGHEST QUALITY gun
in the LOW PRICE field!**



**'Home Owners' Cartridge
Caulking Gun**

Calbar
caulking guns are
precision made to contractor
specifications of heavy-weight
metal... no wires or thin sheets to
bend or twist or break... yet they cost no
more than inferior models. Last for
years... so easy to operate that
they sell themselves. Handles
3/4" caulking cart-
ridges.

Your Jobber
can supply you

**CALBAR
PAINT &
VARNISH CO.**

Our 35th
Year...
as the Nation's
Leading
Caulk Line!

Manufacturers of Technical Products
2612-26 N. Martha Street, Phila. 25, Pa.

(Continued from page 55)

trical table about 12 times a year. The volume done here is between six and eight times that of any other table of similar size in the entire store, he declares.

Hanging from the ceiling directly above the electrical supply table is a display of light fixtures for homes, and the table also helps to sell these fixtures, Matthews says. When a customer comes to the table to select his supplies, he sees the fixtures, and now and then is reminded to buy an extra fixture or two needed in the home.

The location of the electrical display is well away from the main flow of store traffic. It is near the right-hand wall, as seen from the main entrance, and about half the distance toward the rear. The management considers that the business comes from customers who come to the store primarily to buy the supplies, not from impulse-buying, hence the actual location in the store is of secondary importance.

Directors Announce Plans for 1955 Houston Gift and Housewares Show

OVER 200 exhibitors will display their new fall lines at the 1955 Houston Gift and Housewares Show, August 21, 22 and 23, in the air-conditioned Sam Houston Coliseum. Many major lines of gifts, housewares, drug sundries, jewelry, toys, electric wares, gardening supplies, sporting goods and variety merchandise will be shown in the nation's largest regional gift and housewares show.

According to show directors, the spacious, air-conditioned Coliseum will provide a perfect meeting place for merchants and distributors of the Southwest, with the exhibits especially designed to help dealers plan their fall and Christmas merchandising campaigns. The use of adjacent booths joined by wide aisles on the one large show floor of the Coliseum should prove a great convenience for guests and exhibitors alike. In past shows the exhibits were held in separated showrooms of a Houston hotel.

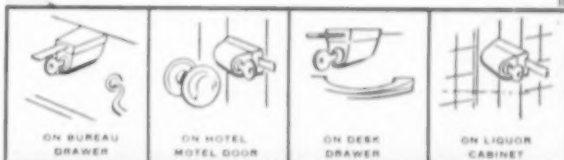
Sponsored and organized by the major Houston distributors and their national manufacturers in cooperation with the Houston Chamber of Commerce, the Gift and Housewares Show will include a large scale entertainment program with appearances by big-name stars. Major prizes will be offered as attendance awards. Last year merchants from points as distant as LaGrange, Ga., and Tulsa, Okla., attended the Housewares Show.

Of particular interest to merchants will be the exhibits of merchandising and display aids planned by several distributors. The latest gift wrapping and packaging materials will be displayed along with special gift wrapping demonstrations.

Prominent hardware wholesalers of Houston are taking active parts in the Houston show organization. H. W. Cortes of Bering-Cortes Hardware Co., is a director of the sponsoring organization, as is J. D. Bryan, Jr., of Peden Iron & Steel Co., who also serves as chairman of the publicity and advertising committee. R. F. Strange of F. W. Heitmann Co., is chairman of the attendance committee; and J. R. Moreland of Peden heads the directory committee.

(Continued on page 78)

YALE TRAVELOK



YALE HAS THE PRODUCTS AND THE
POINT OF SALES DISPLAYS
THAT SELL THEM

FAST!



FREE! SEND NOW!

Write for valuable Yale
"Stock Hardware Catalog"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.

YALE REG. U.S. PAT. OFF.

YALE & TOWNE

HARDWARE

NEW PRODUCTS

For more information on these new products
use the return post card on page 58

Packaged Screws

A complete assortment of packaged screws under the trade name of "Economy" has been added to the line of Durabilt Metal Products Co., 709 Sip St., Union City, N. J.

These screws are bright zinc plated for sales appeal and weatherproofing, and each size and type and assorted sizes is packed in individual transparent polyethylene bags. A complete range of screws is furnished in lengths



from 1/2" to 2", with only one proportional gauge to each length. Available are wood screws with flat, round, and Phillips heads; machine screws, metal self-tapping and stove bolts for different jobs.

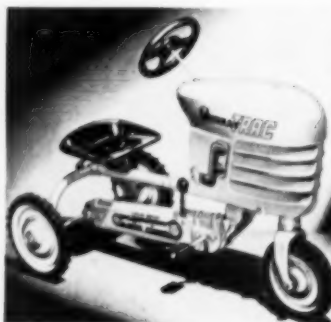
Each packaged bag is marked with size, quantity and type, and retails at 15 cents each.

Furnished free with an initial special deal is a colored pegboard, approximately 10" x 24", with hooks and stand; the board may be mounted on a counter or wall. For more information—

Circle No. 60 on coupon, pg. 58

New Wheel Toys

Murray Ohio Manufacturing Co., Cleveland, Ohio, announces the addition of Model L-302 to the Murray Trac line of tractors. The new model has a modern chain drive and motor-tone gear shift. A brilliant Highway



Orange body and wheels are offset by a black seat and steering wheel.

Another addition is the Model L-450 Super Deluxe Velocipede. Built of heavy gauge steel and hydrogen brazed for strength, the vehicle is designed to withstand hard play. The metallic green frame is trimmed with red and white, while the fenders and handlebars are chrome plated. As a safety measure Murray has attached to the handlebars chrome-plated knuckle guards.

The 1955 line of Murray velocipedes contains seven different models available in various sizes and price ranges. For more information—

Circle No. 61 on coupon, pg. 58

Davy Crockett Lunch Kit

The American Thermos Bottle Co., Norwich, Conn., introduces its latest character school lunch kit "Holtemp" Davy Crockett. The new lunch kit contains a Holtemp brand 10-ounce vacuum bottle which is equipped with the Polly Red Top stopper and pouring lip.

Both the kit and the 10-ounce bot-



tle are in full color with action scenes from authentic Davy Crockett art. For more information—

Circle No. 62 on coupon, pg. 58

New "King-Size" Tapes

Evans Rule Co., 400-416 Trumbull St., Elizabeth, N. J., announces a new 3/4" tape in 6' and 8' lengths to complete its "King-Size White Tape" line.

Both the 6KW and 8KW King-Size tapes have the Evans double marking feature. One edge of the tape has calibrations in inches and 1/16 of an inch, with 1/32 inch markings along the first six inches of this edge for precision measuring. The other edge has calibrations in feet, inches and 1/8 of an inch. Foot markings are repeated at each inch-mark along this edge.



At no extra cost, a removable belt clip is provided with each tape. The tape is made of high-carbon steel which is tempered, hardened, Bond-erized, and then given a white enameled surface; it has bold face, black calibrations.

A hook at the zero mark on the tape is said to insure accurate inside and outside measurements. Automatic recessing of the hook permits tape end to butt squarely for inside measurements. For outside measurements the hook can be pulled out and attached to the edges of objects.

Each tape is packaged in a transparent plastic Tenite container. Retail price for the 6' King-Size tape is \$1.49 and for the 8' length, \$1.98. A 5-color demonstration display case is furnished with every purchase of six tapes. For more information—

Circle No. 63 on coupon, pg. 58

Fast Seller...



at \$2.95

Peoria's All Purpose Food Carrier moves fast. Housewives instantly recognize the convenient versatility of this multi-purpose carrier for pies, cakes, sandwiches, cookies and other foods—and they buy fast when they see the attractive price tag. Order from your jobber today.

Available in white, yellow, red, chartreuse, ebony and pink paintedware. Ripple Chrome or Copperware finishes at slightly higher prices.

KITCHENWARE BY *Peoria*
Since 1921
2501 South Washington Street, Peoria 2, Illinois

Convertible Bicycles

Huffy Convertibles, the four-wheelers designed to help young children learn to ride safely and later convert into larger two wheelers, have added many of the deluxe features of "big brother" Huffy bicycles for 1955, according to The Huffman Manufacturing Co., Dayton 1, Ohio.

New 16" and 20" Convertible models have lighter 1.75" tires for easier pedaling and chrome rims for improved appearance. In addition, the bike has the Huffy Fits-Sooner frame that shortens to fit small children, then adjusts to fit the growing child.

Catalog showing models, sizes and colors is available from the company. For more information—

Circle No. 64 on coupon, pg. 58



Folding Doll Carriage

South Bend Toy's Model 32B Folding Doll Carriage is accepted by the Toy Guidance Council as a Prestige Toy for 1955, according to South Bend Toy Manufacturing Co., South Bend, Ind.

The 32B is in Signal Green, with Baroque vinyl, and features the "Viso-Ramic" four bow hood. A detachable utility bag is included with the 22" x 9" body. Wheels are 6 1/2" in white enamel with 1/2" pyramid tire and plated hub caps. For more information—

Circle No. 65 on coupon, pg. 58

GREEN JUTE GARDEN TWINE



You'll sell a lot more Green Jute Garden Twine if it's displayed in the handy KING COTTON SNAP SACK*. Perfect for display, easy to get at, easy to stock, easy to sell. In 1/2 lb. balls. Ask your jobber for KING COTTON in the SNAP SACK.

King Cotton CORDAGE

JOHN H. GRAHAM & CO., INC.
102 DUANE STREET, NEW YORK 8, N. Y.

Stock Faster Selling

Economical
Proven in Use
High Flash Point
Slow Drying—
Long Leveling
Pleasant Odor

T&R
TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH, GEORGIA



Gals., Qts., Pts., Hf-Pts.

IT WON'T SHRINK!



CONSUMERS CRACK FILLER (COLD WATER PUTTY)

For cracks, holes, and crevices in wood, plaster, tile, stucco, and cement.

A "best seller" because it

- Dries hard
- Won't crumble, chip, or fall out
- Stays where it's put—holds screws, nails, tacks
- Water resistant
- Easy to work with—can be molded, sanded, sawed, painted, or stained
- No waste—mix with water only as needed

Packed in 1, 5 lb. cartons; also 25, 50, and 100 lb. drums.

Try it yourself. Find out why easier, faster repairs can mean easier, faster sales. Order from your wholesaler, or direct from us.

Another "Product of Merit" by Consumers.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. - ST. LOUIS 8, MO.

Marked Trolling Line

Sunset Line & Twine Co. plants at Petaluma, Calif., and Florence, Ala., are producing a new pre-marked trolling line, the Tel-A-Depth. This fishing line is sand colored nylon with permanent dark green markers every five feet, and every other marker is double so that counting can be done in units of five or 10 feet.

Markers are three inches long to make counting easy as the line goes out from the rod tip. Whether line is used reversed or regular, markers are the same.

Tel-A-Depth is siliconize lubricated and comes in 12, 18, 27, 36 and 45 pound tests, on 100, 150 or 200 yard spools, with connected spools available. A 150 yard spool of 27 lb. test sells for \$4.50, according to the manufacturers. For more information—

Circle No. 66 on coupon, pg. 58



MANUFACTURERS AGENTS

If you call on jobbers and large industrial users of soldering fluxes, write today for details of a new flux item in our complete line which will help you develop new business. LAKE CHEMICAL CO., Room 108, 3952 W. Carroll, Chicago 12, Ill.

WANTED

Full time salesman to call on wholesalers in North Carolina, South Carolina and Virginia for established manufacturer's agent. Excellent future for right person. References and background necessary. Box 685, SOUTHERN HARDWARE, 506 Peachtree St., N. E., Atlanta 5, Georgia.

SAVE

on WOOD SCREWS

85% DISCOUNT ON
STEEL SCREWS

80% DISCOUNT ON
BRASS SCREWS

IMMEDIATE DELIVERY FROM STOCK
ORDER FROM

L. SIMONS STEEL PROD. CORP.
50 Church Street New York 7, N. Y.

SHOWCARD WRITING KITS—Patented stencils make perfectly lettered signs, showcards, banners. Look like studio work. No "ribs", no "bars". Easy, anyone can do it, economical. Information free. NASSCO, Box 5023, Industrial Station, St. Paul 4, Minn.

NEW IMPROVED

MINUTE MAN GUN BLUE

ONE APPLICATION



DEALERS! MINUTE MAN OFFERS YOU . . .

1. A complete bluing kit to sell for only—\$1.00—nationally advertised to stimulate sales for you.
2. A gun blue used and recommended by leading gun editors and sportsmen.
3. A compact, colorful counter display holding 12-two ounce bottles. It sells itself.

"Guaranteed in every way" Money Back, if not Satisfied.

APPROVED BY NATIONAL SPORTSMEN'S RESEARCH INSTITUTE.

Write For Free Descriptive Folder.

"Order from Your Jobber Now."

New Method Mfg. Co. SH-16 Bradford, Pa.



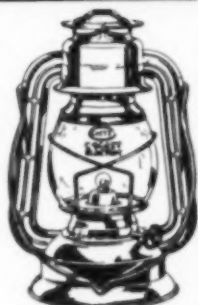
MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



ELECTRIC COMET

DISPLAY IT
WITH
OUTDOOR
ITEMS
FOR FAST
TURNOVER



Advertised in
LIFE
Promotion
in Full Color

Show the Electric Comet prominently with outdoor grilles and furnishings and tackle, and particularly JUNIOR CAMPING SUPPLIES—it's a multiple seller on multiple counters.

\$3.00 RETAIL

In Individual Display Box — less D-Cells.
Order from your Jobber

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840

HANSON SCALES

Standard with the hardware trade for over 60 years.

- 1 WEIGHMASTER BATH SCALE
- 2 UTILITY SCALES
- 3 RECIPE SCALE
- 4 NURSERY SCALES
- 5 HANGING BALANCES
- 6 POSTAL SCALES

See your jobber

HANSON SCALE CO. (Est. 1888)
Northbrook, Ill.

the fresher the paint...
the faster it sells!

Build volume, repeat business
in your paint department

with

No. 30

Red Devil
Paint
Conditioners

1672

Red Devil Tools.
Irvington 11, N. J., U. S. A.

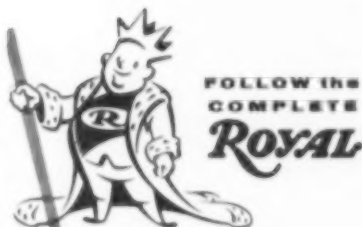
Plastic Lure Box

A plastic lure box, No. 81, is introduced by The Weber Lifelike Fly Co., Stevens Point, Wis. Made of shatter-proof Tenite plastic, the box is said to be indestructible. The cover has unbreakable plastic hinges and locks securely, according to the manufacturers.



The box is transparent as an extra convenience. It has five compartments of equal size and is said to be large enough to hold all types of spinning lures and many varieties of bait casting plugs. Its over-all size is 6½ x 3¼ x 1¼ inches and lists (without lures) at \$1.00. For more information—

Circle No. 67 on coupon, pg. 58



**Line
to Profits!**

Chattanooga Royal introduces the latest of the profitable new Royal Unvented Circulators, the Model 2419. Now a complete line of seven redesigned heaters is available! Models from 15,000 to 30,000 B.T.U. to satisfy all your customers. With and without radiants. These circulators offer smart, modern appearance and economical top performance at a price that means real stock movement. Order your supply from your Royal distributor now.

MODEL 2419



SEE THE FULL LINE of Chattanooga Royal products at Permanent Display Space 1119-A, Merchandise Mart, Chicago. Vented Circulators, Gas Logs, Built-In Wall Heaters, Wall Insert Heaters, Clay Backwall Heaters and Cool Cabinet Circulators.

Nationally Advertised in **LIVING**



Quality since 1891

CHATTANOOGA ROYAL COMPANY

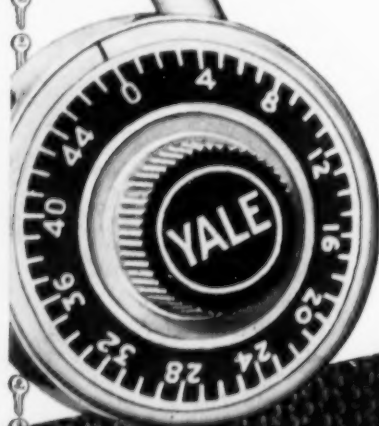
Chattanooga, Tennessee

Manufacturers of
Royal Heaters and Royal Chef Barbecue Grills



A.G.A. APPROVED FOR NATURAL,
MANUFACTURED AND LP GAS

YALE PADLOCKS



#515
COMBINATION
PADLOCK

**YALE HAS THE PRODUCTS
AND THE DISPLAYS
THAT SELL THEM FAST**



**HC-20 Carded
Merchandise**
features #249
and #602
padlocks



HM-4 Merchandise
features Silver Six Padlocks
249, 259, 602, 605,
797, 798



**HC-1 Carded
Merchandise**
features 6 #515
Combination
Padlocks

FREE! SEND NOW!

Write for valuable booklet,
"The Key To Selecting Padlocks":
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.



YALE REG. U.S. PAT. OFF.

YALE & TOWNE

(Continued from page 73)

Special section chairman is securing exhibits of special interest to hardware retailers. Fred Curry of Heitmann is chairman of the Hardware, Sporting Goods and Gardening Section; L. B. Gambrell of Peden is chairman of the Housewares and Variety Section.

Operating Structure of O. Ames Co. Not to Be Affected by Merger

THE RECENT MERGER of the O. Ames Co. of Parkersburg, W. Va., with the Houston Shell and Concrete Co. of Houston, Texas, will have little effect on the operating structures of either firm, according to B. P. McDonough, president of the newly-formed McDonough Co., which has assumed control of the two companies.

The Ames organization, a major producer of farm, garden and construction hand tools and metal household furniture, will continue to operate as a separate production and sales entity, McDonough said. He added that the merger of the two firms was a consolidation of his financial interests, aimed at intensifying sales and production activities in both organizations. "Both the O. Ames Co. and the Houston Shell and Concrete Co. will continue to operate under their own names," McDonough emphasized.

The O. Ames Co., founded in Massachusetts in 1774, operates two plants at Parkersburg and a third at Easton, Mass., employing approximately 1,000 persons. The company is the oldest and largest producer of shovels in the world. Activities were centered at Parkersburg and Easton in 1931 when the company consolidated with eight other shovel plants. The Houston operation produces sand and gravel and concrete products.

Mr. McDonough, a native of Parkersburg, has held the controlling interest in the Houston operations for many years. His purchase of controlling interest in the Ames company, where he once worked as a boy, prompted the consolidation move, the industrialist said.

Named to the board of directors of the new organization are Richard Harte, Sr., Richard Harte, Jr., E. E. Alexander and Mr. McDonough, Parkersburg; G. E. Hamer and Clarence B. Steffey, Pittsburgh; Carl Broughton, Marietta, Ohio; E. B. Good, Houston; W. C. Lea, Atlanta; N. G. Robertson, Scranton; Richard A. Robertson and C. Lansing Hays, New York. Mr. Hamer, assistant vice-president of the Mellon National Bank and Trust Co., will serve as financial consultant.

Richard Harte, Sr., president of Ames from 1931 until his elevation to the office of chairman of the board several months ago, will serve as board chairman of the McDonough Co. Harold Cunningham, Harte's successor as president, has announced his retirement following 36 years continuous service at the Parkersburg plant.

Richard Harte, Jr. will continue in his present capacity of vice-president in charge of the Furniture Division. E. E. Alexander will also continue as vice-president and plant manager. Bliss Winn is acting sales manager of the Shovel and Garden Tool Division; A. E. Bodge, assistant secretary; and William Monahan, comptroller.

Southern **Farm Equipment**

AUGUST
1955

Plug Those
Profits Leaks
Pg. 81

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.



"It's the Kind of Implement That Makes a 'Customer' a 'Friend' . . ."



A really good business deal is not a one-sided affair. In fact, our dealer friend, here, will tell you that in the *best* kind of transaction both parties benefit equally—a fact proved daily in the retail farm equipment field.

Furthermore, he'll tell you that the offering of quality merchandise is one of the biggest factors in the making of a good business deal. And the John Deere "LF" Lime and Fertilizer Distributor is a typical example. It's a new machine which is representative of the John Deere line of quality farm equipment—the kind of implement that will benefit the customer through soil improvement, through bigger yields, and through greater savings in time and money—the kind of implement that makes not only the prospect a customer, but *the customer a friend.*



Farmers everywhere are finding the John Deere "Propel-R-Feed" Distributor the ideal machine for liming and fertilizing pastures, hayfields, and prepared seedbeds; seeding small grain, brome, and buffel grass, and making a one-operation job of fertilizing and planting legumes and grasses.



JOHN DEERE • Moline, Illinois

QUALITY FARM EQUIPMENT SINCE 1837

**To keep the shop
in the black ---**

Plug Those Profit Leaks!

Close supervision of all phases of shop operation has enabled this company, for the past nine years, to make annual profits of \$2,000-\$2,500 in the service department

By C. L. Lorentzson

FOR THE PAST nine years, A. P. McKinley, owner of McKinley Truck and Tractor Co., Newnan, Georgia, has made a profit of from

\$2,000 to \$2,500 on shop operation and reports that he's still "in the black" this year though things are certainly tighter thanks to a



Company Foreman George W. Brown, left, discusses the assembly of a side delivery rake with A. B. Cook, assembly and handling mechanic. Close supervision by foreman speeds up production of entire shop



Here a company mechanic checks out prior to answering a call for field service. Mechanics clock in and out on jobs, charge customer only for time spent on his particular job

record-breaking drought and an unprecedented freeze in his area.

"A farm equipment company cannot operate profitably without a shop," McKinley points out, "yet many dealers let shop operation drag their profits down greatly, chiefly because they do not properly supervise its operation.

"Let's look at shop operation briefly. The only thing a dealer sells in his shop is time. It takes time to repair equipment. It takes time to inspect damage. It takes time for mechanics to finish one job and start another. This time is the dealer's only salable product in his shop; consequently, if he cannot sell it profitably, he will lose money.

"Here's how we figure the total time we have to sell in our shop. We have five full-time mechanics and a shop foreman. Each of these men work 47.5 hours a week for us. We pay them salaries for their work. Looking at it another way, we buy their time at retail prices, and, if we can make productive use of 80 percent of this time we buy, we can make a profit. In short, we buy 275 hours of labor, and if we can be sure that 220 hours or 80 percent of this time is fully productive, we can make a profit.

"There are many pitfalls that will quickly eat up shop hours. For example, suppose you have five mechanics reporting for work at



In company's paint shop Mechanic Cook sprays jacks, an important "extra" in the operation of a profitable service department



George Williams, another shop mechanic, obtains part from J. L. Mulkey, parts man, who lists part on job ticket

8:00 a.m., fully dressed for the job and ready to begin work. Suppose the foreman is talking to the spare parts man about a subject of interest and doesn't assign those five mechanics to their jobs until 8:15. Five men times 15 minutes apiece is one hour and 15 minutes. Multiply this by an average cost to you of \$1.50 per hour, and you will be losing \$1.87 that day.

"This amount can be much greater if you let your mechanics dress for work *after* they punch in on the job. Figuring it would take each of our men from 5 to 15 minutes to change, our costs would run from \$1.90 to \$2.50 each morning, five and a half days per week. In a month's time, this profit leak could cost us as high as \$55.00 in lost time.

"There are many such pitfalls in every shop's operation, and it requires constant supervision to reclaim 80 percent of the time you buy. The foreman is a key man in your battle to make profits, and though he may carelessly lose you some time, there are also many things happening during a working day that can cause him to operate inefficiently.

"For example, he's in constant demand by mechanics seeking advice. He's called on repeatedly to answer the telephone during the day, and from time to time, he must leave the shop to inspect a breakdown in the field or to check time cards and job tickets. If a foreman forgets to tell each of his men in *advance* of the jobs he expects them to do that day, then, many costly minutes may be lost if the foreman is away when a mechanic finishes one job and awaits reassignment.

"Your foreman should be thoroughly indoctrinated in the value of time and advance planning. This is your biggest step toward a profitable operation.

"One other thing. When you figure the time you buy from your shop personnel, allow roughly 10 percent of the foreman's time for each mechanic. The rest he puts on jobs himself. This is a rule-of-thumb, but it's pretty accurate.

"It is also important that you have experienced mechanics working for you. Three of our men have been with us for nearly 10 years, and, at present, we have only one new mechanic. An experienced mechanic knows the ropes, wastes

less time, and is much more productive than the inexperienced mechanic. We have more than 175 years of farming know-how represented on our present staff, and we contribute much of our better-than-average operation to this experience.

"We don't hire extra men to work in our shop during peak seasons," McKinley explained further. "A new man is not familiar with our shop or our method of operation. He's not apt to be as interested in how he gets the jobs done either. After all, he figures he'll be with us only a short period of time, so he is not apt to be as careful as our regular men.

"How does this policy affect our ability to care for our customers' equipment during rush periods? Not too badly. We know the number of pieces of our equipment in our area. Because our men have been here a good while, they are pretty familiar with this equipment. Under those conditions, maintenance and repair takes a minimum of time.

"If a customer breaks down in the field, we send help as soon as possible. If none is available, we reassure the customer and give him a definite, and as accurate an estimate of the time we can get to him as possible. They say 'there's no fury like that of a woman scorned', but I don't think they've ever had to face a farmer who has been waiting in a field with a broken-down tractor and no idea when he'll get help."

A day in McKinley's shop would go like this: a job-ticket (in triplicate) is made on each job coming in. The original goes to the office, the first copy goes to the customer as a record of work authorized, and the second copy goes to the shop where it is used as a work card. As soon as the job-ticket is written, a mechanic is assigned, if available. He clocks in on the job using a standard time card. He records all parts used on the job-ticket, then, gives the ticket to the job foreman. The foreman reassigns the mechanic to another job and then lists the time in hours he worked on the completed job. The ticket is then returned to the office. There, a secretary lists the standard rate for hours worked, cost of parts, and charges incurred if outside work was required. These amounts are tabulated, tax is added, and the invoice is sent to the customer.

"As you noticed above, we use
(Continued on page 101)

How IH Manufacturing Control safeguards the accuracy and long life of **McCORMICK®** **GRAIN DRILLS**

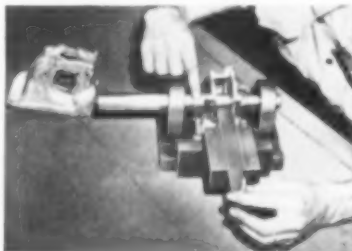
Maintenance of rigid quality control is a continuing, three-way operation in the manufacture of McCormick grain drills. *First*: all parts are precision built to exacting specifications from top quality material. *Second*: all parts are assembled carefully on modern factory production lines. *Third*: rigid inspections during every step of manufacture safeguard accuracy, dependable field performance, and long life. Here are seven examples of this quality control in manufacture—examples that result in product quality and customer satisfaction.



More than 700 factory tests help safeguard the dependable field performance of McCormick grain drills. In this test, fluted feeds are inspected for uniform, accurate seeding.



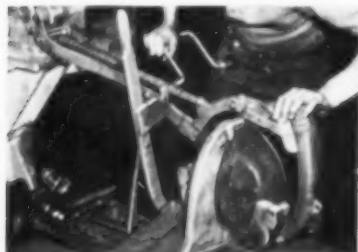
New materials, like powdered metal used in the roll of this feed cup assembly, get thorough testing, are adopted if they meet manufacturing standards. Result: more uniform, precise seed distribution.



Every fluted feed assembly must pass 14 different gauging tests. Feed cup, fluted roll, shut-off block, and dump bottom are individually checked for uniformity. Every assembly must be alike.



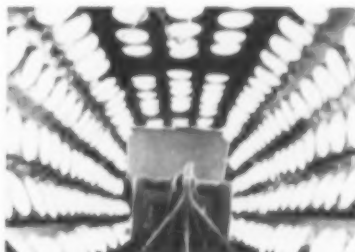
Checking the concavity of single-disc blades calls for close inspection. Concavity is held within .015-inch limits to assure true-trailing in the soil. Each disc blade is individually checked.



Single-disc openers are gauged in assembly for alignment. Identical undercut and angle of draw are built into each assembly, to assure uniform penetration.



One-stroke punching of drill hopper holes with this machine keeps all holes in perfect alignment. The result is a more economical and durable assembly.



After a two-coat spray painting, this battery of 390 infra-red lamps bakes the finish on drill hoppers, makes the surface hard, durable, corrosion-resistant.

High quality standards of McCormick grain drills are the result of teamwork between IH research, engineering and manufacturing men. This team constantly pools its time and talent to provide equipment of improved performance and durability—to help farmers boost production while keeping costs at the minimum.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois.

From Sideline to Big Business

How small farm supplies now bring in \$150,000 annually

By Theron Garvin

TEN YEARS ago Stagg Supply Co., Beaumont, Texas, did only a minor business in small farm supplies. Today the company does an annual volume of more than \$150,000 on this line alone. A well-planned advertising program is largely responsible for this increased volume in what has come to be a highly profitable department of the business.

"We know that farmers and ranchers had rather buy their farm supplies from a store that caters especially to them rather than buy from several different stores which handle only a few of the items they need," explained

Customers find Stagg's news letter entertaining and helpful—portion shown here. Below, salesman, right, helps customer select drill from display panel



Stop at Stagg's for Hard-to-Find Items

- Extra fan blades, pulleys, motors, V-belts
- Small rubber-tired wheels
- Truck flares
- Patio bells
- Cement finishing tools

Plenty of Parking
Space



463 Orange
(South Mariposa) Ph. 4-2629
3 blocks south of viaduct

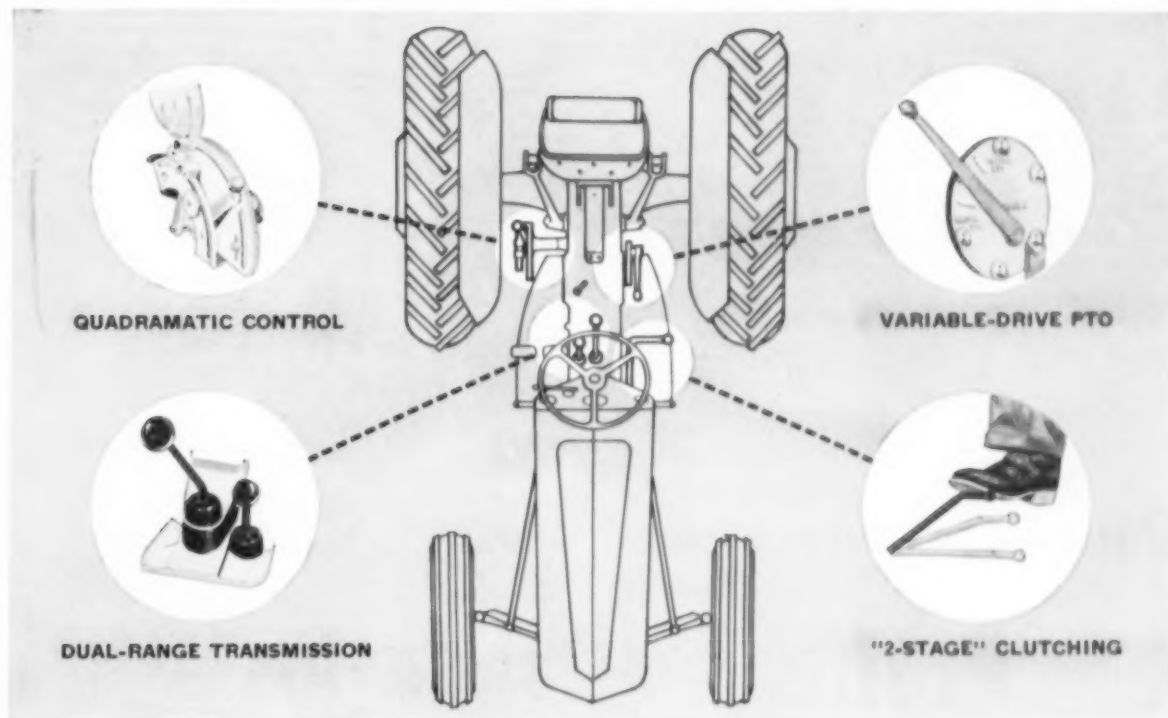
Ads similar to the above appear each Monday on five different pages of the paper. A special item is featured in each ad

Lamar Stagg, co-owner of the company.

"When we decided to stock a small number of farm items back in 1944, we planned to handle them only until the war was over

and the machinery shortage was ended," said Stagg. "However, today this business is holding our sales volume high during a period when sales of new machinery are
(Continued on page 102)

WHAT CONTROL MEANS



To Dealers who sell THE GREAT, NEW FERGUSON 35

Here, in this simple story of *control*, lies the greatest single sales story that a farm equipment dealer could ever hope to have. Because it is a story so basically sound, so thoroughly logical and so conclusively proved each day on farms everywhere. Farmers are ready to listen—and buy—from the Dealer who sells the Ferguson Tractor with the famous Ferguson System of Control.

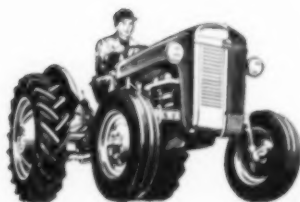
Look at what it means to a farmer:

Control means accurate, positive handling of all implements to assure re-

laxed, muscle-free operation right from the operator's seat. It means better seedbed preparation, more accurate planting and a properly timed harvest... at drastically *reduced* costs. It can mean premium crops and greater profits. Simply: It puts farming on a paying basis.

And the Ferguson "35" with 4-Way Work Control is the Tractor that provides more of these controls, in a more thoroughly developed stage, than any other tractor.

It will pay you to investigate a Ferguson Franchise without delay. Wire or write: Ferguson, Racine, Wis.



go years ahead

GO FERGUSON



Customer at left is shown a used tractor by C. B. Romney, a partner in the business. Company maintains a firm price on trade-ins, feeling that buyers of both new and used equipment are protected by such a policy. Romney, below, will carry an inventory of used equipment over to the next season rather than drastically cut his established prices

By C. B. Romney

Partner
Romney Implement Co.
El Paso, Texas

Our sales policy assures those

Profits on Trade-ins

WITH THREE retail operations—one in El Paso, another in Fabens, Texas, and the third in Anthony, New Mexico—we find the selling of used tractors profitable—and without trick bookkeeping.

Selling used equipment profitably actually stems from a desire on our part to protect our buyers of new equipment. We think quite a lot of them. When we sell a customer, say, a new tractor, the buyer knows that when he is ready to trade it back to us we are not going to try to steal it from him.

Let's take a typical deal. In 1951 we sold a customer a new Model A for \$2,785. Early this spring he was ready to trade it in. The Blue Book listed a trade-in value of \$840. But this figure was never offered the customer. We showed him the Blue Book evaluation and offered him \$995.

This tractor was not in exceptionally good condition, yet we allowed \$155 over the Blue Book's evaluation. We took that Model A and put new re-caps on it at a cost of about \$100. An additional \$100

in parts and labor went into the reconditioning of the tractor.

When we put the machine on the lot for sale it represented a total investment of \$1,195. We priced the tractor at \$1,295 and moved it within 10 days. Before cutting the price on that model we would have, if necessary, carried it over until next season. Last year was a rough one, and we carried over quite an inventory of used tractors. We had offers, but we didn't accept them.

At this time (early in April) we are "hurting" for used tractors. Those we carried over are gone. When delivery is taken, our used lot will be bare. Up to this point you probably have come to the conclusion that we think it pays to be hard to deal with. Actually the opposite would be more true.

We hold to firm prices on used tractors because this policy is the best insurance against ruining our market. Let me explain this further.

When the average customer is thinking of buying a new tractor, he also is thinking ahead, think-



ing of what that unit's trade in value will be when he is ready to buy another one.

Take that Model A mentioned previously. Suppose we got panicky and offered that Model A for a flat \$1,000—\$195 less than our cost. Maybe we could have absorbed the difference. But by so doing we would have depreciated

Show 'em the PUMP*
and you're half way to the sale

***GOULDS**
balanced-flow JET



Show 'em the

PRICE

and you'll clinch it!

IT'S AS SIMPLE AS THAT! Goulds famous Balanced-Flow, the exclusive-features pump, gives customers exactly what they want — and expect — in a pump. And with the new low price — well, it's a combination that just can't miss turning more prospects into buyers!

NO OTHER PUMP LIKE IT! It needs no tank — yet is a complete self-contained water system that outperforms many larger pump-tank combinations. Self-adjusting flow — a

Balanced-Flow exclusive — automatically delivers exact flow wanted at one or more taps simultaneously, within pump capacity.

PROFITS? The new low price is designed to help you get more volume into your business. To find out how beautifully the Balanced-Flow will fit into your profit-picture — see your Goulds Distributor right away . . . or write us

GOULDS PUMPS, INC.

Seneca Falls, N.Y.

YOU GET MORE WITH **GOULDS** WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED



"A story in Wall SWITCHED ME



Farmers Supply and Implement Company's sales floor shows off Ford's expanded line of tractors to good advantage. Manager Fred Smith says, "We've found this line-up of new models a potent sales tool. Customers often trade themselves 'up' just by looking 'em over."



Bill Voliva believes that good shop work and quick parts service can do much to create and hold owner loyalty. A modern, well-equipped service shop and experienced people like Bill Pugh and Service Manager Louis Paul play an important part.



District Supervisor Fred Collins and Advertising Manager Bolling Atkinson of Universal Tractor-Equipment Corp., the area distributor, help Voliva and Manager Fred Smith plan advertising and sales promotion activities. "It's help like this that makes me extra glad I'm a Ford Tractor dealer," says Bill Voliva.

Street Journal TO FORD!"

says **BILL VOLIVA,**

owner, Farmers Supply
and Implement Company,
Belhaven, North Carolina



He knew that Ford meant business when they said they were aiming for the top...

"Ford Gears To Boost Sales of Farm Machinery"... these words headlined an important WALL STREET JOURNAL story last December 16th. This story told of Ford's program aimed at securing an increasingly larger share of the farm machinery market.

To reader Bill Voliva, then a competitive farm machinery dealer and highly regarded businessman, here was proof that Ford meant business. "Every bit of judgment I had told me that Ford products and policies were right for our people," says Voliva. "When I read the statement that Ford didn't aim to be runner-up, I knew they had the stuff to back it up." Right then and there Bill decided to switch to Ford.

Since that time, Voliva has seen that Ford, indeed, "has the stuff to back it up." In January came five new and far advanced Ford Tractors... in April, Ford's first tricycle tractors... and, most recently, three new Special Utility models. New implements

and harvesting machines have been introduced—the first such equipment ever to bear the name "Ford".

Broadening the product line, however, is just one phase of Ford's all-out program. A new engineering center, the most modern in the industry, has been established. Research and product testing facilities have been expanded... tractor production has been stepped up. And, to help dealers set new sales records, advertising and promotional efforts have been increased.

No wonder Bill Voliva says, "Ford's come through with even more than they promised, and there's still more to come. I know for sure that I'm on the winning team!" Take a tip from this man who looked into the advantages of a Ford Tractor and Implement Dealership and liked what he saw. Find out for yourself why it is better to be *with* Ford than just to *watch* Ford!



TRACTOR AND IMPLEMENT DIVISION
FORD MOTOR COMPANY

BIRMINGHAM, MICHIGAN



Customers are urged to mount tractor and give it a thorough inspection before making decision. Customers are even encouraged to take equipment to their farms before deciding to buy. Shop visits likewise are encouraged so that customers can see the thorough reconditioning of used equipment

our own product about 30 percent. If we do this once—with the reservation that it won't happen again—we only fool ourselves. When a dealer cuts his price he had better be prepared to stay with it. Farmers get together to discuss such things. And a dealer has no secrets from them. Consequently when various farmers get through talking about the bottom falling out of the tractor market, they figure their loss has been as great as the dealer's mark down. And when they talk over a proposed trade-in they are more inclined to hold out.

Reasonable Price

To remain solvent a dealer can't allow more than the Blue Book evaluation, then sell for less. He must get a reasonable price for used equipment. Some dealers say this isn't possible. We disagree completely. Let's return for a moment to that Model A deal.

We sold that tractor with a 90-day unconditional guarantee. We went over the tractor with a fine tooth comb. There will be no major maintenance expense on it for the



next four years. And at the end of the four years, it will have some trade-in value.

The customer who bought that Model A as a new unit has three seasons' use out of it. The difference between what he paid and the trade-in value he received was \$1,790. In our view it cost this new tractor customer \$1,790 to own the equipment for three years. The customer who bought the tractor as a used unit can get the same service for three years for \$1,295.

To our way of thinking we could not penalize the new tractor buyers in order to give the used buyer a still better deal for his money.

After all we are in the new tractor business, and to remain successful we feel it is our obligation to take care of our new tractor customers.

Generally speaking, farmers are shrewd operators. They come pretty close to knowing what anything is worth. And they are naturally suspicious of bargains.

When a dealer willingly takes losses on sales of trade-ins he automatically hurts his new tractor customers. For no matter how he figures it in the last analysis that cut has to be represented in the trade-in allowance their tractor will bring.

For this reason it pays a dealer to hold to firm prices of used equipment even when it sometimes means holding an inventory until the next season.

Slight Decrease in Farm Cash Receipts

FARMERS' CASH receipts from marketings in the first five months of 1955 were approximately 10.2 billion dollars, down three percent from last year. Prices of farm products averaged five percent below the corresponding period in 1954. Cash receipts from livestock and livestock products totaled around 6.5 billion dollars, seven percent less than last year's, with much of the decline occurring in receipts from hogs. Crop receipts from January through May were about 3.7 billion dollars.



1939

1955



Sales come faster for you with a *Promotion-Minded* leader

MASSEY-HARRIS dealers get one of the most intensive advertising, sales promotion and product education programs in the industry today.

Massey-Harris knows how vitally important such a program is . . . that a sound and thorough promotional program helps dealers move machines.

That's why a constant flow of Massey-Harris sales material calls on farmers locally and the country over — in magazines, through direct mail, calendars, billboards, catalogs . . . advertising and merchandising that has the facts and performance information farmers ask for and need.

The soundness of these programs is best shown by the ever increasing product acceptance of Massey-Harris tractors, combines and implements . . . by the rapid growth and expansion of Massey-Harris itself — today 12 times larger than in 1939.

The results produced by these promotional programs have stimulated this rise to leadership. They have also established a brighter future for Massey-Harris dealers who have the security of a constantly growing manufacturing partner.

More and more dealers find it pays to team up with Massey-Harris — to grow and expand with them. For complete information on the Massey-Harris franchise write the Branch nearest you. There may be an opening in your area now.

MASSEY-HARRIS

Quality Avenue, Racine, Wisconsin

BRANCHES AT

Atlanta, Ga.; Baltimore, Md.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Oklahoma City, Okla.; Omaha, Nebr.; Portadown, Idaho; Portland, Ore.; Racine, Wis.; Springfield, Ill.; Stockton, Cal. Sub-branches: Amarillo, Texas; Billings, Mont.; Los Angeles, Cal.; Spokane, Wash.



Tractors in 46 models,
4 power sizes



Implements for every
farm job — mounted
and pull-type

KEEP YOUR
EYE ON

Massey-Harris

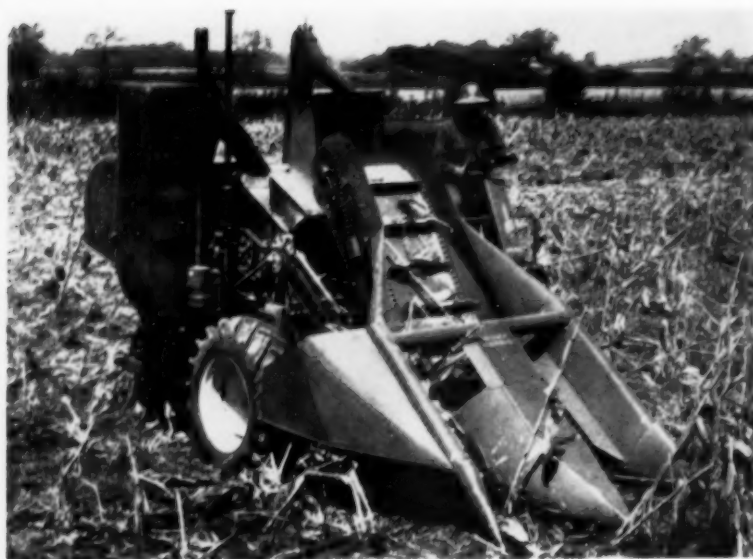
Combines for every
crop, farm, purpose



P.T.O. and
Engine-driven Balers



Mounted, Self-Propelled
and Pull-behind
Corn Pickers



Massey-Harris Announces New Self-Propelled Corn Harvester

A CORN COMBINE, designed to double the use of a farmer's present combine, is announced by Massey-Harris-Ferguson, Inc., Racine, Wis.

A corn snapper unit replaces the table on all Massey-Harris self-propelled combines, converting the grain machines to picker-shellers. In trial harvests in Ohio last year, farmers averaged over 2,000 bushels in a 10-hour day, according to the manufacturers.

The new corn combine is said to allow farmers to harvest corn earlier, to field-shell high or low moisture corn with less field loss, and to reduce corn picking accidents because all separating units are completely enclosed.

The manufacturers point out that the large investment usually associated with a picker-sheller is cut to a minimum in corn combining because only the corn snapper front is required, if the farmer now owns a Massey-Harris self-propelled combine.

The corn snapper front is completely adaptable to all Massey-Harris self-propelled combines. Fast change-overs from grain to corn tables are said to be possible because both attach to the same bearing points, use common drives and the same lifting system.

Transition from a grain combine to a corn picker-sheller requires

few changes in the combine working parts, according to the company. A feed chute brings the corn in from above the cylinder and the same separating and cleaning methods are used for corn as for grain. Shelling bars have been added in front of the cylinder above the regular feed plate. These bars shell a portion of the corn before the ears ever reach the concave.

Large shelling capacity is assured because stalks are not taken into the combine, according to the manufacturers; only snapped corn and its few husks enter the machine.

Shawnee Attachments Approved for I-H 300

THE ENTIRE line of earth moving equipment of the Shawnee Manu-



facturing Co., 1947 North Topeka Ave., Topeka, Kan., is approved now for mounting on the I-H Model 300 tractor, according to a recent announcement. Heretofore, the equipment was adaptable to several other light industrial tractors.

The Shawnee line includes the Special Loader, 2,000 lb. capacity with dumping height of nine feet; the Scout Backhoe which digs to 12 feet and loads to almost nine feet; the Ditcher, a lighter weight Backhoe which digs to 7½ feet and loads to 6½ feet; the Hydraulically Operated Angle Dozer which allows the driver-operator to angle the blade from the driver's seat; and the 66" wide Hydraulically Operated Bull Dozer with double acting hydraulic cylinders which provide up and down pressure.

New Implement Sales Co. Succeeds McNees Sales

EFFECTIVE July 1, 1955, McNees Sales Co., 334-340 W. Olive Ave., Memphis, Tenn., was to cease active sales operations but continue for the purpose of liquidating its affairs. McNees Sales Co. has operated for the past 10 years as a proprietorship, owned and managed by G. A. McNees.

On July 1, 1955, a new corporation, Implement Sales Co., Memphis, Tenn., was to succeed McNees Sales Co., using the same facilities in Memphis, and with Mr. McNees continuing as president and general manager of the new corporation.

Increased Capital

The new company was to start with increased capital investment as compared with the old company, according to the announcement, and will continue to distribute the same lines handled by the former company in the central southern territory.

Implement Sales Co. assumed and will continue service obligations of the former company to the dealers in its territory, the announcement stated further. The new company plans to improve and expand its services through added lines for which it is negotiating, and with increased personnel, inviting inquiry from parties experienced in the farm equipment business.

ON Target!

IN EVERY MARKET



F & W VARIJET Shallow Well. 40 to 70% more water, yet cuts current used. 720-1800 G.P.H. $\frac{1}{4}$ to $\frac{3}{4}$ H.P.

F&W
WATER SYSTEMS

Performance-Proved Since 1866

AIR CONDITIONING
REPLACEMENT
SMALL INDUSTRY
IRRIGATION
RESORT
SUBURBAN
FARM & RANCH
INSTITUTION



► Yes! You're right on target in every way that means profit from water systems with F & W! There's a *complete* line—with a pump for every capacity, pressure, and type of service for home or farm. F & W gives you exclusive advantages that help you sell . . . and F & W Systems *do* give trouble-free performance; that means satisfied customers. Take the F & W VARIJET for instance. It is absolutely unapproached by any other pump for shallow-well use. It gives 40 to 70% more water yet reduces motor load and power consumption. Do customers like it? You bet they do! And it's an *exclusive* F & W patent! So it is with other F & W Pumps. You enjoy comparable advantages that make F & W the proved, dependable, profit-line for you! So why not put F & W to work for you, too? Send today for our complete catalog.

FLINT & WALLING MFG. CO., INC. • 919 OAK STREET, KENDALLVILLE, INDIANA

F & W Multi Purpose Jet. Easily changed to deep-well use. $\frac{1}{2}$, $\frac{3}{4}$ & 1 H.P., 1 and 2 stages. Pressures to 100 lbs. Maximum capacity 950 G.P.H.



F & W "Economy" Multi-Purpose Jet. $\frac{1}{2}$ H.P. 350 G.P.H. Easily changed to deep well operation.



F & W Deep Well Multi-Stage Jet. 1 to 4 Stage, $\frac{1}{2}$ to 5 H.P. (500-4000 G.P.H.). Control Valve, Speed-change Seal, Air Injector.



F&W means Flowing Water by Flint & Walling



Oliver Announces Two New Sprayers

TWO NEW tractor-mounted sprayers for general farm use have been introduced by The Oliver Corp., 400 West Madison St., Chicago, Ill. The No. 301 for 3-point hitch mounting and the No. 201 (shown) for standard mounting make these sprayers adaptable to most makes of tractors, the manufacturers state. Pumps are PTO operated and models are designed to handle all kinds of emulsion concentrate spray materials and can be equipped with a wide variety of mounted boom, jet or hand gun distributors.

Mounting platforms accommodate ordinary barrels to effect a price saving to the farmer, according to the manufacturers. Nylon roller pump is said to maintain 50 pounds pressure while pumping 5.5 gallons per minute at 500 revolutions per minute of the PTO shaft. Pressures up to 150 pounds are said to be available for hand gun operation.

Exclusive on the new Oliver sprayers, the manufacturers continue, is an eight-way valve providing complete independent control of all three sections of the weed and row-crop boom. Any one section or combination of boom sections can be turned on and off at any time. Also included is a safety hinge at the root of the wing sections of the boom. It permits the boom ends to swing back in case an obstruction is hit. The boom ends swing forward into spraying position after the obstruc-

tion is passed.

Two separate models of the new sprayer will be available at Oliver dealers—for three-point hitch type tractors and for standard row-crop tractors. All have a choice of boom equipment; 20-ft., 13-nozzle boom for general weed spraying; the same 20-ft. boom with alternate down-drop for row-crop use; low-cost boom-jet for 52-ft. wide-coverage weed spraying; cattle and orchard gun.

Allis-Chalmers Adds New Heavy-Duty Cultivator

ALLIS-CHALMERS Manufacturing Co., Tractor Division, Milwaukee, Wis., has added the WD-45 12-foot wide rear-mounted, hydraulically controlled, heavy-duty field cultivator to its farm implement line. It is matched to the power of the company's WD-45 farm tractor.

The new field cultivator has 18 heavy duty, single ply spring teeth



made of 1/2" x 1 3/4" heat treated spring steel for durability and resistance to shock. The teeth are spaced eight inches apart laterally and 10 inches fore and aft to provide ample trash clearance. Each tooth has 2" x 10" double pointed reversible shovels.

The cultivator's mounting frame supports a 2 1/4 square by 136 inch long tool bar of solid high carbon steel. Two 4" x 16" semi-pneumatic rubber-tired gauge wheels are standard equipment. Drop-center rim wheels for 6.70-15 tires are available as optional equipment at extra cost. Wheels and standards adjust vertically.

Knoedler Develops New Ford Tractor Seat

AN IMPROVED spring-hydraulic seat for Ford tractors has been announced by Knoedler Manufacturers, Inc., Streator, Ill.

Knoedler's patented principle of spring-hydraulic control has been



retained, the announcement stated, as well as the parallel arm action that keeps the seat level. As with the previous model, the new No. 4800 is painted Ford grey and red.

Improvements pointed out include a built-in pan seat that pushes back in a tip-up position without the dismounting of the operator, a more accurate 5-notch weight adjustment, easier installation by loosening only two bolts on the tractor, and six ball bearings and two roller bearings that require no lubrication.

The seat is shipped completely assembled in a protective carton. Shipping weight remains the same as the previous model for Ford tractors, approximately 40 pounds. The seat fits all Ford tractors except the Fordson Major Diesel.



Why it's profitable to be a Fairbanks-Morse dealer!

Fairbanks-Morse salesmen personally help you sell!

An experienced salesman is ready to help you put over a big promotion on Fairbanks-Morse products. Our men are accustomed to working in dealers' stores, at county fairs, plowing contests, 4-H events, Grange meetings—wherever your customers congregate. They demonstrate, explain, sell! They know their products well, and what makes people buy!

Get facts firsthand!

It costs you nothing but a few minutes' time to learn why more than 5,000 businessmen now sell Fairbanks-Morse products. Drop us a line on your company letterhead today. Fairbanks, Morse & Co., 600 S. Michigan Avenue, Chicago 5, Ill.

More Profit Builders

- ☆ The most workable, dealer-approved co-operative local advertising plan you've ever used;
- ☆ effective eye-stopping, point-of-purchase displays, etc.;
- ☆ movie trailers, T-V spots, radio scripts;
- ☆ Continuous national advertising since 1856;
- ☆ complete lines—enable you to meet any competition—satisfy any customer;
- ☆ ample margin of profit; no overloading;
- ☆ guarantees against defects in materials and workmanship;
- ☆ assurance of fast delivery of repair parts from nearest of 42 factory branches;
- ☆ you'll sell quality products—the kind that find a market even in leaner years!



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • MAGNETOS • PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

**BOOST YOUR TARP
SALES...FAST
WITH THE AMAZING NEW
ALUMINUM
TREATED**

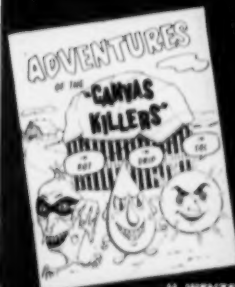


**Eagle
TARPAULINS**

The all-new Eagle Farm Tarp and Truck Tarp are sold exclusively through Hardware and Implement Dealers. They are stronger and last longer than any tarpaulin ever made for the farm trade. Only Eagle Tarpaulins give you these selling features: NEW WATER & ROT RESISTANT TREATMENT, 90% HEAT REFLECTION, EASIER TO HANDLE IN COLD WEATHER, GREATER STRENGTH DUE TO ROPE IN HEM, AND NATIONALLY ADVERTISED.

Ask your wholesaler to show you a sample of the Eagle Aluminum Treated Tarpaulin and tell you how you can get your FREE Eagle Tarpaulin Display Rack.

**FREE COMIC BOOKS
TO HELP YOU SELL**



Everyone loves... and reads... comic books... now, here's one that also SELLS! Send for your free supply of "Adventures of the Canvas Killers"... the comic book in color that sells each Eagle Tarp feature in an easy to read manner. They're free to give to your farm trade.

another product

H. WENZEL TENT & DUCK CO. • ST. LOUIS 4, MO.

LOOK SOUTH...

Cash Farm Incomes for South and Southwest

Continue at Phenomenally High Levels

The South is still primarily an agricultural area, notwithstanding its rapid industrial development in recent years. A little more than half its population is rural. Its economic well-being is largely dependent on the prosperity of the farmers.

While there was a slight decline in the general price level of farm products in the early months of last year, the change was almost negligible in comparison with the phenomenal increase which has taken place in the last decade.

During the last U. S. Business Census period the number of Southern and Southwestern farm equipment dealers increased 111.6%. The rest of the country gained 58.3%.

The total circulation of *Southern Farm Equipment* is 16,000 and reaches more than twice as many farm equipment outlets in the South and Southwest as any other publication. For this big, heavy-buying market, here is the readership you need...

**SOUTHERN FARM EQUIPMENT
Section of SOUTHERN HARDWARE**

806 Peachtree St., N. E.

Atlanta, Georgia

Allis-Chalmers Realigns Operating Divisions

ALLIS-CHALMERS Manufacturing Co., Milwaukee, Wis., announces the realignment of its operating divisions to meet increased demands of growing markets.

Robert S. Stevenson, president of the company, in making the announcement, said, "We are establishing six major operating divisions within the company which will serve to strengthen our position in the markets we serve and provide faster direct line service to our customers."

"Internally, this move will simplify administration and serve to broaden and deepen our executive strength."

"The product alignment of each division has been made to meet customer needs. Of the six divisions, each headed by a general manager, three are in the Tractor Group, formerly called the Tractor Division, and three are in the Industries Group, formerly known as the General Machinery Division."



L. W. Davis

W. G. Scholl, vice-president and company director, heads the Tractor Group, and J. L. Singleton, vice-president and company director, heads the Industries Group. They have been serving as vice-president in charge of their respective operating divisions.

The three new divisions in the Tractor Group are Farm Equipment Division, Construction Machinery Division, and Buda Division.

L. W. Davis, formerly Pacific Coast territory manager for the Tractor Division is general manager of the Farm Equipment Division. All agricultural tractors, harvesting equipment, and imple-



New Holland Adds "87" Automatic Baler to Line

NEW HOLLAND Machine Co., New Holland, Pa., announces the addition to its line of the "87" automatic wire-tie pick-up baler and states that it will produce "bear-hugged" bales.

An improved twister and an in-line wire twist are said to make it possible for the "87" to bear-hug more hay into each bale. Tension controls make it easy for the baler to put up 60 to 125 pound bales, New Holland states, and capacity is up to 12 tons an hour.

New "87" features described in-

clude a faster plunger action to fold more hay and a shorter closed-bottom wadboard to give more positive feeding of hay into the bale chamber.

The "87" uses sealed bearings at friction points, and according to the manufacturer, an exclusive plunger on rollers cuts down on friction drag to use less power and cut cost of operation.

Automatic features include an automatic signal which is designed to warn of low wire supply before any ties are missed, or in case a safety bolt is sheared. Greasing of the wire twister is automatic with each twist.

ments are under this division.

Boyd S. Oberlink, vice-president, Tractor Division, is vice-president and general manager of the Construction Machinery Division. In this division are crawler tractors, motor graders, motor scrapers, and other earth-moving equipment.

R. K. Mangan continues as president and general manager of the Buda Division which manufactures Diesel and gasoline engines, material handling equipment, railroad maintenance and other equipment.

Staff operations of the Tractor Group continue to be in charge of W. J. Klein, vice-president and general sales manager; A. W. Van Hercke, vice-president and director of engineering; and John Ernst, vice-president and general works manager. S. I. Jonas is appointed manager of inventory and pricing.

The three new divisions in the Industries Group are Power Equipment Division, Industrial Equipment Division, and General Products Division.

J. W. McMullen, vice-president, transformer and switchgear equipment, is vice-president and general manager of the Power Equipment Division. P. F. Bauer is general manager of the Industrial Equipment Division which includes the two Canadian plants. W. M. Wallace is general manager of the General Products Division.

Staff operations of the Industries Group continue to be in charge of C. W. Schweers, vice-president and director of sales; J. F. Roberts, vice-president and director of engineering; and J. D. Greensward, vice-president and director of manufacturing. R. M. Casper is named administrative assistant to Vice-President Singleton.

Farm Equipment Wholesalers Form Retailer Relations Committee

A 15-MEMBER Retailer Relations committee representing all sections of the United States and Canada has been established by the Farm Equipment Wholesalers Association to enable the organization to carry out a forward-looking program of intercommunication with dealer groups, President A. D. Byerline, Salt Lake City, Utah, has announced.

"This is one of several steps being initiated by the Farm Equipment Wholesalers Association to strengthen the mutual bonds which exist between the independent farm equipment wholesaler and the retail dealers they serve with short line and specialty products," Byerline stated. "The committee-men have been chosen with regard to regional location and personal close contact with retailers in their areas. Their function will be to serve as a 'sounding board' to reflect dealer thinking which can be a guide to the FEWA in initiating policies which will be helpful to the retailers and their associations."

Byerline announced the appointment of G. W. Hammons, Price Bros. Equipment, Inc., Wichita, Kansas, as chairman of the Retailer Relations committee. Among others named to the committee are the following: Lloyd Kronick, Southern Plow Co., Dallas, Texas; R. C. Cropper, R. C. Cropper Co., Inc., Macon, Ga.; R. B. Raichart, King Sales Co., Memphis, Tenn.; and Whitney Harris, Todd Co., Inc., Norfolk, Va.

The appointment of the 15-man committee marks stepped-up effort on the part of the FEWA to increase the effectiveness of cooperation with the National Retail Farm Equipment Association and its affiliated state and regional associations in the United States and similar dealer associations in the Dominion of Canada, Byerline pointed out.

Byerline also announced the establishment of an Industry Relations committee for top-level conferences with executive and industry relations committees of the NRFEA and other organizations.

As the result of studies of dealer

needs in handling short line farm equipment and related items, the FEWA during the past few years has recommended to manufacturers that they make available to dealers improved product information and merchandising assistance, standard 8½ x 11 literature and catalog sheets and illustrated parts price lists.

The FEWA also is laying the groundwork for issuing, in cooperation with short line manufacturers, a standard allied farm equipment catalog. This program will enable distributors to put an adequate, up-to-date catalog and price list in the hands of each retailer. More than 115 manufacturers have agreed to cooperate in the catalog project which will be inaugurated this year if possible, said Chairman J. H. Wehrly, Mid-Continent Sales, Inc., St. Louis, Mo.

70 Members

The wholesalers association, whose membership includes 70 independent farm equipment wholesalers in the United States and Canada, recently presented the National Retail Farm Equipment Association with a bronze plaque commemorating the dedication of its headquarters building at St. Louis, Mo. The plaque extolls the contribution made by the dealer association to improve the stature and well-being of farm equipment retailers in the United States.



Allis-Chalmers Reports New Plow Bottom Design

A NEW CONCEPTION in plow bottom design, from frog to share point, with unusual soil piercing qualities is reported by Allis-Chalmers Manufacturing Co., Milwaukee 1, Wis., in announcing its new Bullet Blade Bottoms.

Soil piercing is said to be assured because of the reduced shearing angle. The blade is placed at a 36-degree angle to the land-side to permit the bottom to enter the soil easier and thus to reduce draft.

A more gradual soil lift is accomplished, according to the manufacturer's description; the furrow slice is lifted only 3½ inches in the first 10 inches of forward travel. The furrow slice is crumbled less as it passes over the blade. This is said to be particularly desirable in sticky, waxy soils or in soil where a pulverized slice is not wanted.

The new blade has flat surfaces which are designed to give uniform down pressure or "suction," and uniform wear the full length of the blade instead of concentrating wear on the point. Being beveled on the top side, the blade has less sole bearing and is completely self-sharpening, the manufacturer states.

Moldboards of these bottoms have new curvatures to do a better job in soil conditions at modern tractor speeds. The shin piece, which has the greatest wear, is replaceable at low cost, to eliminate the need to replace the complete moldboard. Adjustable moldboard extensions are standard equipment.



The frog is a two-piece welded type, having all parts precision made for interchange of parts.

A bond welded deep layer of extra long wearing material has been added towards the rear lower corner of the long land-side.

Included in the group of four new Allis-Chalmers Bullet Blade Bottoms is a new slat bottom with a new curvature to work in more soil conditions and scour in adverse soils. Slat spacings have tapering relief to assure better shedding of trash.

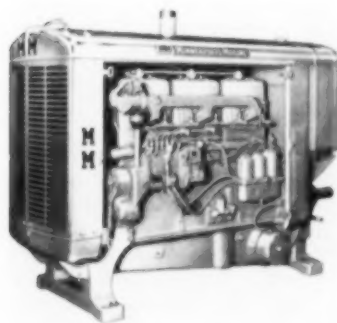
Blades for all the new bottoms including the slat bottom are low cost and replaceable, the manufacturer states, and they require no sharpening. Blades with reinforced points for stony land areas are available as repairs.

MM Announces New Diesel Power Unit

A NEW 105 h.p. diesel power unit with an exclusive water-jacketed base pan is announced by Minneapolis-Moline Co., Minneapolis 1, Minn.

Termed the D605-6A, the new power unit is of heavy-duty industrial design with six cylinders. Bore is 4 $\frac{5}{8}$ " and stroke is 6". Piston displacement is 605 cubic inches.

Announced as exclusive with MM is the "thermoclad" construction of the base pan. This is a completely coolant-jacketed base pan, through which coolant circulates continuously. Uniform operating temperature from cylinder heads to bottom of base pan is maintained by this new MM engineering development.



Two large oil filters, with 6 $\frac{1}{2}$ " x 9" cartridges, are enclosed in the base pan, with covers on each side for ease of access.

Cylinder heads are cast in pairs, and have special coolant nozzles for each combustion chamber to direct the coolant to the hottest parts of the heads.

A multiple-plunger Bosch injection pump gives quick response and accurately meters the fuel for heavy load demands. Self-cleaning pintle-type fuel nozzles are installed with o-ring seals for protection against oil leakage, and for easy removal in servicing. The 3-stage fuel filter is gravity-fed through the primary and secondary stages.

Optional equipment includes attachments for cold-weather starting; fuel cut-off to stop the engine in case of insufficient oil pressure or excessive water temperature; and oil level controller. Sight oil glass is standard equipment.

Crankshaft and crankcase are said to be of unusually heavy construction.

**"Give up, Mabel . . .
that's a Campbell Chain!"**



That's right, Mabel, Campbell Chain always does the job! Always safe, dependable—in any size, any grade, any specification.

Display CAMPBELL CHAIN on the eye-catching Campbell Merchandising Stand and watch it sell itself. Order your supply of CAMPBELL CHAIN today—in the exclusive, easy-to-handle CAM-PAK or the new all steel, water-resistant CAM-PAIL. Both are clearly marked for easy identification. Your wholesaler has complete information on the entire CAMPBELL CHAIN line. Or write direct, if you prefer.



CAMPBELL CHAIN Company



**CAMPBELL
CHAIN**

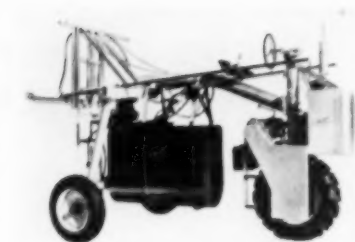
Main Office, York, Pa. • West Burlington, Iowa
Portland, Oregon • Sacramento, California

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS

Kromer Co. Develops New Hy-Row Sprayer

A HEAVY-DUTY Hy-Row Sprayer has been developed by the O. W. Kromer Co., 1120 Emerson Ave. North, Minneapolis, Minn. It features a 25 h.p. driving engine, and according to the manufacturers, will handle cotton and tobacco spraying, corn borer control and all types of custom spraying.

Features pointed out by the manufacturers include an oversized Power Grip front tire and large implement rear tires to produce added traction, more floata-



tion and smoother riding; a low center of gravity created by proper design and balance to make the Hy-Row stable for its height.

Your BEST salesman ..



A PLEASED PAPEC USER

No more worry if his crop is extra heavy. His Papec will handle it. No danger of bogging down in that soft, muddy corner. The big Papec wheels roll right over it. Attachments are changed easily and quickly, thanks to Papec's Quick-Couple. The Papec Finger Feed Roll is the best feeder on the market, and the Patented Silage Shelf gives the Papec Forage Harvester maximum capacity on all row crops. Yet with all its features, the Papec Harvester costs less fully equipped than other comparable makes.

Two Papec Forage Harvester Models—Model 62 for the average farm—Model 92 for large operations and custom work.



EXTRA PROFITS!

PAPEC AUTOMATIC KNIFE GRINDER for straight forage harvester, cutter and baler knives. Soon pays for itself. \$264. Write for information. f.o.b. factory with motor and starter.

PAPEC

For information on the complete line of Papec Feed Machinery and the Papec Protected Territory Contract, write Sales Manager, Papec Machine Company, Shortsville, N. Y.

FORAGE HARVESTERS
ENSILAGE CUTTERS
CROP BLOWERS
HAMMER MILLS
HAY CHOPPER-SILO FILLERS
FEED MIXERS

The six-volt electrical system includes a starter and generator, and lights may be added for night operation. All spraying controls, as well as operating levers and pedals are mounted within easy reach from the operator's adjustable seat.

The manufacturers add that the tank and booms are completely resistant to corrosion and rust from all spray chemicals and concentrated fertilizers because of Finish "X" Coating, a patented coating which is baked on both the inside and outside of all tank and boom surfaces. The tank has a 225-gallon capacity and booms are raised and lowered automatically by a hydraulic pump.

A 3.6 h.p. auxiliary engine provides mechanical agitation and drives the Kromer 2-cylinder piston pump, which is said to produce nine gallons per minute at 400 pounds pressure.

Cram Elected President of Midland Industries

ELLIS G. CRAM has been elected president of Midland Industries, Inc., Cedar Rapids, Iowa, succeeding the late Don M. McIntyre. Cram previously was vice-president and sales manager. He will continue in charge of sales.

Richard Sahl, works manager, has been elected vice-president of the company. Mrs. Don M. McIntyre becomes chairman of the board of directors.

Midland Industries is a manufacturer of tractor clevises, clevis pins, chain hooks and hay hooks, distributed through wholesalers throughout the United States and Canada, under the name of "Big Orange" Hi-Strength products.



Ellis G. Cram

Plug Those Profits Leaks!

(Continued from page 82)

a time clock to clock in and out on our jobs," McKinley continued. "That's because we don't give a flat rate on our work. A flat rate can give you a better margin of profit at times, but too many jobs come along that take longer than you expect. Then, too, our philosophy of 'buying time' makes us keenly aware of the worth of our hours; consequently, we charge on a time basis and know whether time on a job is excessive or not.

"No matter how experienced and efficient your mechanics are, you cannot expect to recover 80 percent of your time if you don't have enough tools and maintenance equipment. We have more than \$7,000 invested in these items including power presses, an air compressor, acetylene and electric welding equipment, a steam cleaner, large and small hoists, valve grinding and seating equipment, stationary and roller hydraulic jacks, fuel injection and pump testing equipment, a time clock, and, in addition, various tool sets and many items of smaller equipment necessary for proper shop operation. Naturally, this equipment is chargeable to the standard tools and equipment depreciation.

"We also maintain 5,000 square feet of shop space with two 14' straight-through doors at either end of the runway. The runway is lined on either side with stalls painted on the concrete floor. This helps us save space, yet reserves ample room for each job so that it may receive proper service.

"We make our shop carry a full load of expenses, too. For example, we charge the shop for all labor bought, its pro rata share of rent (25 percent), water, light, heat, telephone, office supplies, operating license, insurance, depreciation on equipment, and all items purchased for shop operation—welding rods, cleaning rags, sweeping compound, steam cleaning, soap, towels, and the like.

"The shop is credited with all labor sold, plus any work sent out, if a small profit is realized. In addition, all assembling of new equipment is handled by the shop. A job ticket is made on each unit assembled and charged out at one-half the regular customer rate. This amount is credited to the shop.

"The shop gets no credit for sale of parts even though its the big-

gest sales source of them.

"An important part of our shop's operation is a paint shop. We steam clean and paint our used equipment. A paint job on a used tractor is worth \$30.00 to \$50.00 a gallon. One-half to one gallon of paint and new decals make a tractor look so good and new that you can get a much better mark-up on it.

"Shop advertising is generally featured twice a month. In addition, mailing pieces dealing with problems of the season at hand are sent to customers and potential

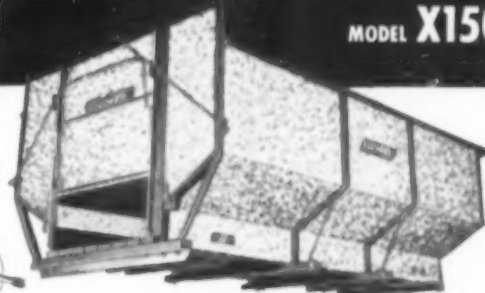
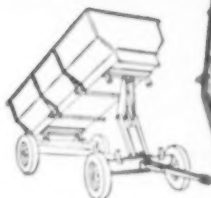
customers. Ads stress pre-season preventive maintenance check-ups. For example, ads in March stress check-ups to prevent breakdowns during the May haying season."

McKinley's advertising budget averages \$2,000.00 a year. He uses newspaper ads, a radio program, mailing pieces — including shop circulars and calendars — and movie shorts.

Radio is his most expensive and effective advertising. He uses 15 minutes at 12:30 p. m., Monday through Friday. His "Radio Farm Journal" stresses a different farm

NEW SUPER HAUL FLARE TYPE BOX

MODEL X150



Flare Type Box equipped with Hy-Lift Wagon Box Hoist.

Capacity: 150 bu. shelled corn.

Dimensions: 10 ft. long, 68 in. wide at top, 36 in. bottom, 36 in. deep.

Weight: 765 lbs.

Low, Wide, and Sturdy

Tip Top Stakes and Pockets for Increased Capacity. Designed for utility. Lower and wider for more capacity, and more efficient picker application. Large combination sliding and swinging end gate handles all crops. Heavy galvanized sides and ends with 2" tongue and grooved treated flooring for extra long life.

Smooth, Fast Power! NEW HY-LIFT Wagon Box Hoist

Model 885
Hy-Lift Hoist
Max. 2,000 PSI

Model 886
Hy-Lift Hoist
Max. 3,500 PSI

With Brackets for mounting hoist to wagon axle.

Capacity: 10,000 lbs.

Easy Installation—No holes to drill in axle of ELECTRIC Auto Steer Wagon. Extra high-lift operates from tractor hydraulic system.



NEW SIDEWINDER HI POWER UNLOADER

Smooth, Quiet, Powerful

Engineered to give Years of Service

Readily installed on any wagon box. Ideal for unloading while wagon is moving as for filling trench silos, spreading gravel, dirt or oats, and for unloading practically all farm crops.

Both ends of roller assembly equipped with grease fittings.



ELECTRIC WHEEL COMPANY, 2807 Cedar, Quincy, Illinois

STAY ON THE RIGHT SIDE OF THE FENCE

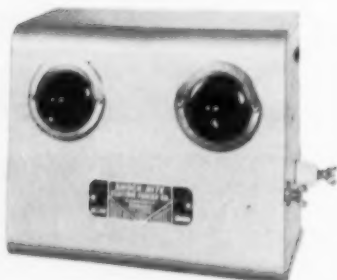
(PROFIT FENCE THAT IS)

with

SHOCK-RITE

ELECTRIC FENCER

MODEL 90



5 MODELS BATTERY and ELECTRIC

Your profits will go up—up—up when you feature nationally advertised Shock-Rite Electric Fencers. Model 90, a Wisconsin approved Weed Clipper, 115 volts, 60 cycle AC. Weeds will not short this fencer. Built-in lightning arrestor and short indicator. Precision made electric clock motor assures perfect timing, perfect shock control.

Model 80 Shock-Rite Electric Fencer, 115 volt, 60 cycle AC model, with famous "Saf-tee" Chopper. Controls all stock. Weeds will not short this fence. Built-in lightning arrestor.

5 YEAR GUARANTEE ALL UNITS

CHARG-RITE BATTERY CHARGERS

Model 207 — 6 VOLT OUTPUT



The Battery Charger of the future is here now! Charg-Rite Chargers deliver up to 55 Ampere-hours overnight, 7 Amps. max. Three popular models. Built-in automatic reset fuse.

Immediate shipment from stock on all Shock-Rite Products.

Sold only through selected jobbers.

SHOCK-RITE ELECTRIC FENCER, INC.
7644 Lyndale Ave. So., Minneapolis 23, Minn.

Please send me free information about:

☐ SHOCK-RITE FENCERS

☐ CHARG-RITE BATTERY CHARGERS

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

JOBBER _____

program each day. They are designed to interest the farmer and his family as well. On Monday, McKinley features the County Farm Agent; Tuesday, the Home Demonstration Agent; Wednesday, the County Forest Ranger; Thursday, the Soil Conservation Agent; and Friday, the County Purchasing and Marketing Agent. These programs are interrupted three to four times for one minute spots, and according to past experience, they have proven that McKinley's advertising messages get across.

"We watch our shop expenses closely," concluded McKinley, "and compare them monthly with our records of past years. Operating a shop at a profit is like operating the rest of your business. Watch for the little leaks that wreck your profit if you want to make one."

From Sideline to Big Business

(Continued from page 84)

lagging.

"We have found that you can handle the best known line of farm machinery, have the best salesmen in the business, and offer the best sales campaign in the state, but if your customers have faced the past three or four years of drouth and crop failure, they just aren't in the market for something they can't afford.

"Once more our farm supplies department is keeping us in business until our customers are once more in the market. For other dealers who have been bothered with this same sales resistance, they might check our sales plan for small farm items and see if it will become their lighthouse in the present storm as it has become ours."

Here is how the Stagg company advertises to get those new customers to visit the store.

First, Stagg prefers radio advertising to any other type of advertising or promotion. The store sponsors a 15-minute program of world news and farm market quotations each weekday at 6:30 a.m. A check was made to see when most of the company's customers eat breakfast before the 6:30 a.m. time was decided upon for the broadcast. Four different items are advertised each morning with two of the products for the husband and the other two for the housewife.

Stagg tells of an incident he thinks demonstrates the effectiveness of a radio program on the farmer's wife.

"A farmer's wife came in as soon as the store opened one Monday morning," he related, "and wanted to look at one of the milk churns that we had just advertised. She confided that she had put off her Monday morning washing just to come in and buy one of the churns. Her husband told us that when she puts off her Monday morning washing she has to really be sold on something else."

Definite Schedule

Next, the store follows a definite schedule of newspaper advertising. Each Monday, both the morning and evening editions carry a small 3-inch ad on five different pages. Each of the ads is different and advertises items that farmers are in the market for at that time. One of the ads each week is devoted to hard-to-find items that farmers may have difficulty in finding at other stores.

"We find Monday is our best day to advertise because the paper usually has only six or eight pages," said Stagg. "When the paper is small, most people read it more carefully and that means the ads get read, whereas, on the weekend, the paper has several times as many pages and most readers only glance at the advertisements."

A direct news letter is published each week and sent to every customer of the store. A number of household and farm shop items are carried in each letter. The letter has two pages and 10 or 12 different articles are pushed each week. Several jokes or puzzles are scattered in different places to make the news letter fun for the farmer and his family to read at their leisure.

"Tractors and farm machinery will continue to be the backbone of our business," concluded Stagg, "however, we are mighty glad that we stocked and sold a large number of sideline articles during the past 10 years. It saved us during the war years and it is saving our business volume again. Our customers are buying small articles from us every week and talking about the future day when they will be able to buy that large tractor and equipment. Advertising is taking the place of outside salesmen."

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T. W. McALLISTER, Vice-Pres., Managing Director
RALPH E. KIRBY, Editor FRANCES A. KELLY, Assistant Editor

BARON CREAGER, Southwestern Editor
1305 National City Bldg., Dallas, Texas

O. A. SHARPLESS
General Manager

CHARLES E. SMITH
Business Manager

J. A. MOODY
Production Manager

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959;
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KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187;
GEORGE ISHERWOOD, 590 Rutherford Drive, Springfield, (Del. Co.) Pa., Phone: KY 3-6760;
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A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Chetty 1-7352;
L. B. CHAPPELL, 810 S. Robertson Blvd., Los Angeles 35, Calif., Phone: CR 4-5151;
W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7-7995; BARON CREAGER, 1305 National City Bldg., Dallas, Texas, Phone: RA 7-6733; RAY RICHLES, 814 Chamber of Commerce Bldg., Miami, Fla., Phone: 9-1495.

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TEXTILE INDUSTRIES
SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN BUILDING SUPPLIER
SOUTHERN POWER & INDUSTRY SOUTHERN APPLIANCES
ELECTRICAL SOUTH SOUTHERN HARDWARE

General Metalware Produces New Funnel

A THREE-WAY locking device which is designed to fit the gas tank filler neck of all better known tractors is introduced by General Metalware Co., Minneapolis 13, Minn.

This tractor funnel will not tip or wobble, the manufacturers state, and is easily installed by inserting and turning until tight. Pouring is said to be easy, safe and fast because the funnel is held steady.





SELECT-Flow
PRESSURE REGULATOR

Constant Water Pressure
At All Sprinkler Heads

Distributors Wanted — write for
information and prices.

IRRIGATION Specialties P.O. Box 985
Eugene, Ore.

W. R. C. Smith Publishing Co.
Department SH-55
806 Peachtree St., N. E.
Atlanta 5, Georgia

☐ New
☐ Renewal

Please enter my subscription to SOUTHERN HARDWARE for 3 years.

Name

P. O. Box or
Street and No.

City State

Firm Position

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

FULLY GUARANTEED
AS TO QUALITY, FIT AND FINISH

STAR
SERVICE SHARES



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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**There is NO
"CLOSED SEASON"
for the Sale of
WISCONSIN
HEAVY-DUTY
Air-Cooled **ENGINES**
and Wisconsin-Powered
Equipment**

**Power
TO FIT THE
JOB**

**Power
TO FIT THE
MACHINE**

Somewhere, every day, every month of the year, you will find Wisconsin Engines or Wisconsin-powered farm and orchard equipment busily engaged in the important work of saving time and labor, reducing operating costs and making farming an easier, more profitable business venture.

And by this same token you can make the sale of Wisconsin Air-Cooled Engines and Wisconsin-powered machines a more profitable business venture for YOU. This can be done by adding new lines . . . to cash in on successive seasonal farm and orchard activities.

If you would like to know more about additional lines of Wisconsin-powered equipment that will not conflict with those you are already handling, write for a free copy of the 64-page Wisconsin Engine "Blue Book" which illustrates and briefly describes more than 260 service applications, together with the names and addresses of these equipment builders. **WRITE FOR YOUR COPY OF THIS INTERESTING BROCHURE—ask for Form No. S-150.**

And if you are an Authorized Wisconsin Sales and Service Dealer, don't overlook the profit possibilities of fall and winter engine overhauls and tune-ups. There are literally hundreds of Wisconsin Air-Cooled Engines working in every farm community, as well as engaged in construction and other branches of service.

Wherever Wisconsin Engines are at work, or needed, they are like "money in the bank" for both the dealer and the user. It's a double-barrelled "no closed season" opportunity.

4-cycle single cyl.
models, 3 to 9 hp.

2-cylinder models
7 to 15 hp.



V-type
4-cylinder,
15 to 36 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN

A 8475-1PC

new!

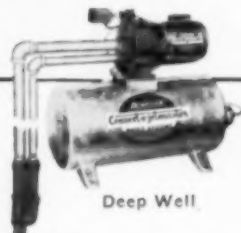
**low cost
long life**

**deep-well
shallow-well**



Shallow Well

Thrifty 1/3 H.P.
or
Powerful 1/2 H.P.



Deep Well

DEMPSTER Convert-o-jetmaster WATER SYSTEMS

Dempster Convert-o-jetmaster lets you offer the advantages of convertible water systems to fit most water conditions! No more trouble in areas where water conditions have made other seals fail — or where falling water tables have made a single purpose water system ineffective. In the Convert-o-jetmaster you get both durability and adaptability. The filters in the patented cartridge stuffing box in the Convert-o-jetmaster stand guard against sand and grit — filtering it out before it can reach the packing. This stuffing box means a better seal, low power loss and more pumping power. A removable bronze sleeve eliminates all wear on the motor shaft.

Dempster's new Convert-o-jetmaster retains all the advantages of the Dempster Convert-o-jet line: Quick conversion from shallow well to deep well operation without extra cost except for the pipe; low investment (only slightly higher than Convert-o-jet models); choice of thrifty 1/3 or powerful 1/2 HP ball bearing motor; top quality material and construction throughout.

Dempster Convert-o-jetmaster will deliver to 835 gals. of water from a shallow well — go down to 90 ft. in deep well operation.

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